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THE Publishers' Weekly

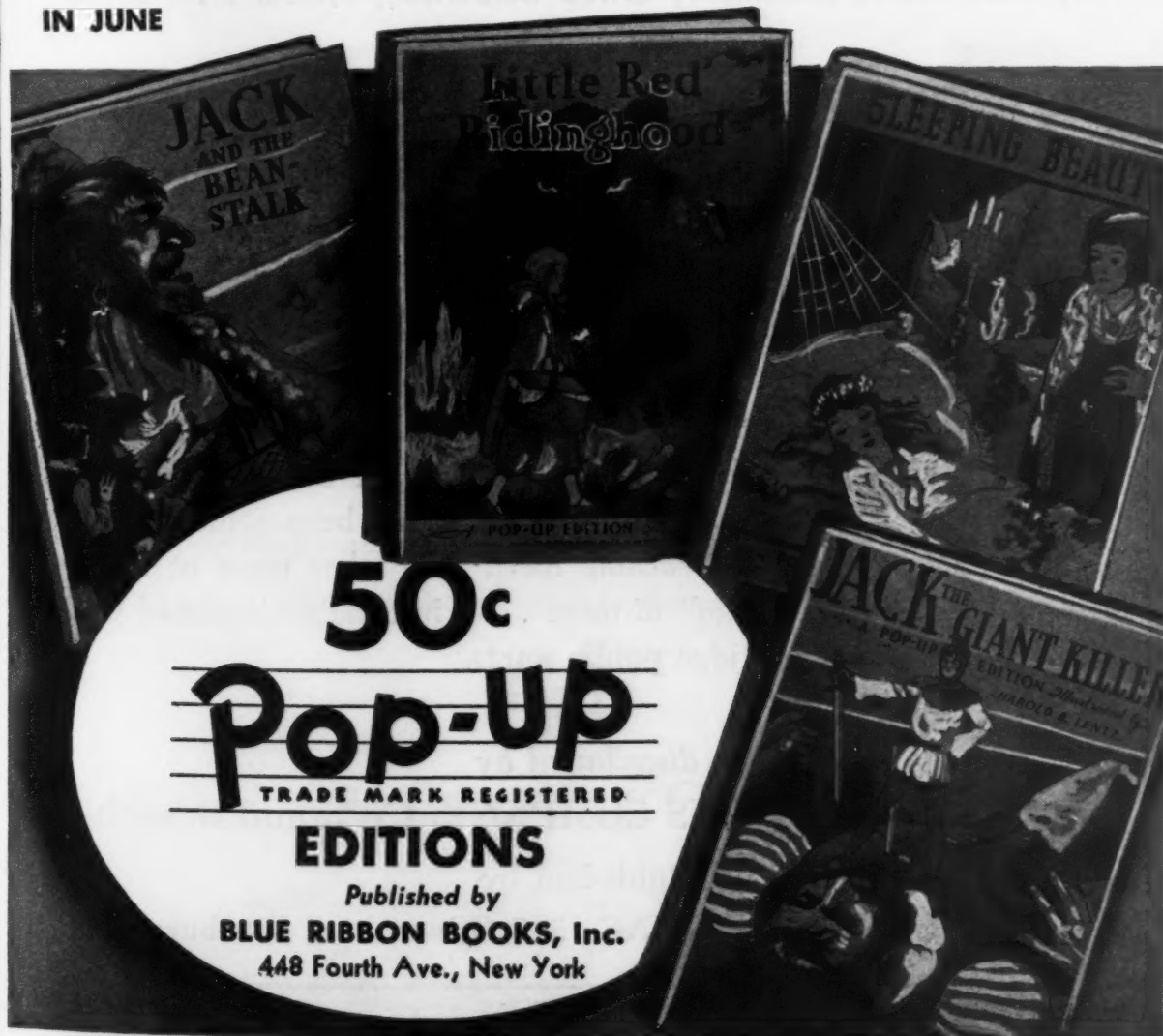
The American BOOK TRADE JOURNAL

VOL. CXXIV

JUNE 3, 1933

NO. 22

COMING—*The Fastest Money-Makers in the Book Trade*
IN JUNE



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To the Trade --

Just a moment to tell you an inside story. Six months ago we received a manuscript with the peculiar title of H. R. H. Beast. Never heard of the author before. Gave it to our wives to read (such is the portion of publishers' wives.) They went mad about it. Better than Graustark, best thing since Prisoner of Zenda, said they. We rejected it quickly; afraid if we read it we'd like it; if we liked it we'd publish it; and we didn't believe Graustark type of romance saleable today.

Following month, back comes manuscript, this time from Carol Hill, shrewd literary agent, saying "Forget precedent, this book has everything." So we read it and went all wild-eyed. Here is pluperfect romance, and most glamorous tale since Katharine Brush glittered over the horizon. Not historical; it's modern as the Chicago Fair but with more action; and the Grand Duke has a Harvard degree which doesn't slow him up a bit. It's got to sell and its going to sell, and we're going to break our backs pushing it. Look for it under its new title -- THE PRODIGAL DUKE; watch the author -- Richard Hoffman; and for the sake of Athos, Porthos and Aramis, read the book! It's pure gold.

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May 26, 1933

all of FARRAR & RINEHART



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FRÄULEIN by *Mario de Andrade*.

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APARTMENT HOTEL by *H. L. Gates*.

The switchboard operator in a de luxe apartment gets an earful and a life full of drama. What three men desire. \$2.

A WIFE ON LEAVE by *Inez Sabastian*.

She puts married life in cold storage, tries a lover, and learns which is the bitter half. \$2.

THIS WAY TO HELL by *Stewart Cross*.

The novel that turns the dine-and-dance joints inside out to the tune of guns and police sirens. \$2.

SYNTHETIC VIRGIN by *Eve Ellin*.

A canny virgin with the aid of a surgeon makes a fortune out of technical purity and crashes the nobility. \$2.

THE TEMPTING VIRTUE by *Madeleine Sharps Buchanan*.

A wager on the corruption of a pure girl's innocence promotes temptation, but love takes unpredicted turns. \$2.

THE LOVE OF TANYA by *Claire Pomeroy*.

A life lived in bondage to the man of her past, a success that was empty, a love that called again. \$2.

THE KESTREL HOUSE MYSTERY by *T. C. H. Jacobs*, author of "Documents of Murder."

Scotland Yard hot on the trail of a series of abductions stumbles over red-headed interference and some horrible experiments. \$2.

TOWER OF TERROR, by *Joseph I. Lawrence*.

A disappearance, a ransom plot, murders, and innocent victims in a skyscraper death trap. \$2.

IDAHO by *Paul Evan Lehman*.

A battle royal for cattle land, water, and wire fence. A cool fighter comes out on top in war, peace, and love. \$2.

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The true and astonishing story of the traffic in women of the Orient, and its relation with the commerce in opium and other drugs.

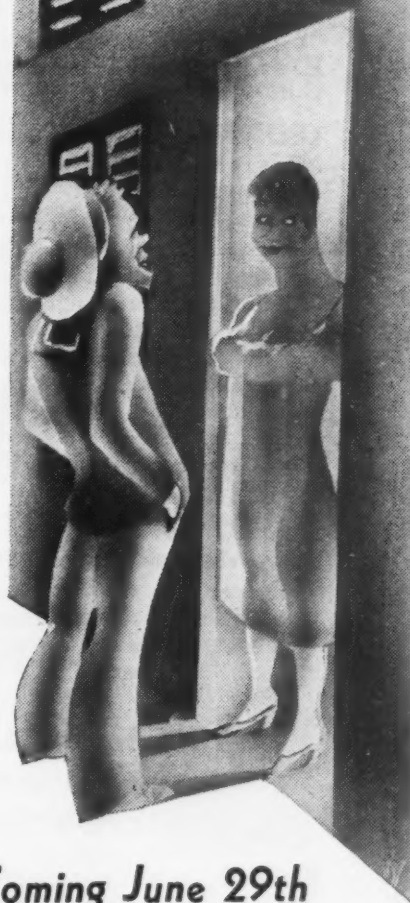
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by HENDRIK DE LEEUW

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In a sensational book he takes you on board the flower boats of Shanghai, into the "houses" of Yokohama, and the dens of Tokyo, Singapore, Port Said, Macao. His characters are the riff-raff in the brothels and dives of these great ports, and the thousands of women of all nationalities sold into white slavery by the men who conduct a gigantic industry in human flesh.

The subject of prostitution, as treated in "The Road to Buenos Aires" and "Mother India," is more completely revealed by the vast array of facts which the author acquired in personal investigation and by the aid of the official reports compiled by the League of Nations.



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"After reading so many grim novels of the soil, we had come to the sad conclusion that all farm people were degenerates and their lives just one horror after another. To correct this unfortunate impression, and to restore our faith in the farm, comes Gladys Hasty Carroll's refreshing *AS THE EARTH TURNS*."

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PUBLISHED MAY 2nd . . . On Best-seller lists within one week of publication and increasing daily in popularity.

We shall continue to promote *AS THE EARTH TURNS* actively throughout the summer and expect it to be among the best-selling books in your store during this entire period. KEEP ADEQUATE STOCK ON HAND.



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60 Fifth Ave. **THE MACMILLAN COMPANY** New York

*Summer Fiction from the King List***TOMORROW'S LOVE***By* **KATHLEEN SHEPARD** *author of "HOLIDAY HUSBAND"*

Alive with drama and brilliantly portrayed characters, this novel sets a new standard for Kathleen Shepard entertainment. "*Be hard, be smooth, be ruthless*" became the credo of Stephen Ashe, appalled by an endless sea of tomorrows. Restlessly turning from a happy marriage, he seeks forgetfulness in an amazing series of affairs, but with the advent of Elisabeth, beautiful and seventeen, life at last catches up with Stephen in a climax that is terrific.

July 2nd. \$2.00**THIS DAY'S RAPTURE***By* **FRANCES PARK**

This refreshing novel by a gifted young writer is romantic fiction in the best sense of the term. Two charming young people find themselves in love, each handicapped by a lesson supposedly learned from a former affair. Their idyll begins in New York, continues in a quiet New England bayside village, and mounts to dramatic intensity during a month of happiness beneath the tropic brilliance of the Bermuda sun. **Aug. 2nd. \$2.00**

AMBITIOUS LADY*By* **GEOFFREY HARWOOD** *author of "EARLY TO BED"*

Mr. Harwood, who has acted with the Theatre Guild and directed in Hollywood, here writes a gay, swift novel that will surely increase his audience. Young, attractive, ambitious—Dorothy Wells finds that success on the New York stage isn't merely a question of being able to act, and she makes the necessary sacrifices. Then Hollywood gates open wide—and her career advances until she is bespattered with the mud of a catastrophe which only her ingenious press agent can turn into public acclaim.

August 2nd. \$2.00**ALFRED H. KING, Inc. • 432-4th Avenue • New York**



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"Miss Herbst drives hard and straight into life; and there it is! This is one of the most profoundly *American* books it has ever been my lot to read. No modern American can afford to miss it."

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"I believe that Josephine Herbst has written one of the most impressive novels published this season. She takes her place as one of the few American important women novelists."

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"In its unhackneyed material, its richness in historical implication, its simplicity, its restraint, its tenderness, its depth, it rises head and shoulders above the usual levels of ambitious or pretentious fiction."

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HARCOURT, BRACE AND COMPANY
 383 Madison Avenue, N. Y.

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JUNE 3, 1933

The Bookshop in the Community

As the A. B. A. Meets to Discuss the Problem of How to Sell More Books, a Bookseller Tells How She Has Increased Her Own Sales Through Service to the Community

ELISE R. NOYES

The Stamford Bookshop, Stamford, Conn.

BIG CITY BOOKSTORES can doubtless specialize to their hearts' content, but the more a town bookstore emulates a town public library in trying to serve its whole public, the better for all concerned. This means hard work all day every day. It means owning and using all the trade tools, looking up special subjects, ordering short discount books and books on approval, advertising for out-of-print books. It means treating all customers with the same courtesy and painstakingness—and "all customers" will include the town's most crashing snob matron and her negro cook, the town's internationally known hydraulic engineer and the convalescent inmates of a nearby sanitarium, the next-door grocery clerk, and the Presbyterian minister. Two curses of bookselling are intellectual snobbery and laziness. Just because you enjoy Virginia Woolf is the poorest of reasons for being condescending and scornful toward someone who prefers Beth Brown. And what if it does take an hour's hard and, of course, interrupted work in the U. S. Cat., and the Green Pig to get up a list of books on the history of the American drama, with the chance of selling one volume? It is the bookseller's business to supply every customer with the fullest information he wants. Lots of them don't want it—they just want to be sold a book. But if and when they want information, we are not efficient if we do not provide it.

Revelation as to the scope and possibilities

of our job often comes to us booksellers as most revelation comes—not in the trumpet blast from a ballyhoo speaker at a convention but in the still small voice of some humble-looking customer. It was toward the close of a good day's business with current books about which I had been pontificating until I fancied myself a lot that I had the wind taken out of my sails so effectually that it has remained a chastening memory. He was an insignificant and pimply youth, but he wished to see the latest and best books we had on prosthetic dentistry. What have you on that topic, brother bookseller? Of course we looked it up, and got it for him, but he didn't think much of us, and his mild scorn gave us a new respect for the specialist.

The public library should be our closest ally. Here in Stamford, we refer customers to the library to look over special shelves, particularly in technical and mechanical fields where our own stocks are necessarily meager, and then we take their order for the right book which they have picked out for themselves from that assortment. And if we don't get an order—well, it was probably a short discount book anyway. Incidentally, selling to a library is a liberal education to a bookseller. It is all he gets out of the transaction, but it's a lot, and worth it.

Did you ever notice the pages in the big Cumulative of titles that begin with "How?" Most of the How books ought to be in stock, or on tap in the bookseller's memory

—books on small house building, like Power's "Smaller American House" (Little, Brown, \$3.00) books on amateur carpentry and ship-model making, and simple household repairs and home nursing, on how to reduce and how to play contract and how to give a minstrel show and how to grow annuals and how to cook. Probably many bookstores have had, as we have, numerous calls lately for books on table service. The customers usually are a "couple" who are going to hire out as such, and it is usually pathetically evident that while she can already cook, he thinks he can learn to wait. For these cases, "The Expert Waitress" will not do. It has to be Table Service, with no frilly maid on the jacket.

There are foreign colonies in all of our Atlantic seaboard towns, and it seems definitely a community service to carry foreign language dictionaries, phrase books, and "self-taught" manuals. These need to be shown in the window several times a year, and invariably sell. We regularly carry—and sell—French, German, Italian, Spanish, Swedish, Polish, Russian, Norwegian and Danish, and we have filled orders for Yiddish, Finnish, Portuguese, Modern Greek and Hungarian. We were not able, however, to find a Japanese-French dictionary for an almond-eyed young man, steward at the Golf Club, and wishful to use his leisure in learning another language.

Certainly every bookstore should handle maps, especially local ones, both commercial and topographic. These latter can be had from the U. S. Geological Survey in Washington, and are of endless value to real estate dealers, boy scouts, etc.

There is a community demand which I do not feel we are satisfactorily supplying here in our town, and I should be glad to hear from booksellers who have made a success at it. This is the call for skits and short plays for school children, clubs, and very amateur amateurs generally. They want amusing, brief, inexpensive stuff, and they always want it that very moment. We have never found it easy to find, or carry.

From what I hear of other businesses, it would seem that we booksellers are unusually lucky in the speed with which we are able to promise deliveries of ordered items. Ordinarily the customer wanting an unusual or technical item is quite reasonable about understanding the need for sending away,

and the publishers and jobbers are splendidly prompt in shipping pickups. But as we find a steady sale for whatever is the best book on this or that enduring subject, we would do well, I think, to keep it always on the shelf, even if we need to cut down our new book order correspondingly.

Books on the crisis and the years of the locust, on inflation and deflation—what might be called collectively the *Whither Are We Drifting?* books—are certainly being published in shoals, and are undoubtedly selling. There is a great collective self-consciousness impelling thoughtful people to take note of the changes about them and to need help in this orientation. These books are the hardest for the average bookseller to stock in advance of publication and of critical appraisal. Their authors' names are unfamiliar outside of economic and professorial circles, the books often seem to be superseded by newer theories within an amazingly brief time, and the very customers that might be counted on to buy them sometimes show a cheerful and disconcerting preference for escape literature by Ring Lardner and Rafael Sabatini.

The debunking books are not numerous, but they are certainly valuable. If "100,000,000 Guinea Pigs" convinces its readers that mercurochrome and ambrosia and pep-sodent are not all that their makers claim, perhaps the millennium is a few days nearer.

In connection with the books on finance and business, it is interesting to note what excellent primers on these subjects are available for little children. The Ilin books, "Black and White" and "What Time Is It?", Mary Carter's "Story of Money," Mrs. Roosevelt's "When You Grow Up to Vote," the Macmillan and Scribner primer series, about the milkman and fireman and engineer, all serve alike to give the inquiring child accurate and understandable information about the world he lives in. A very steady seller with us is de Schweinitz's "Growing Up," which is explicit information on the origin of life, simply told.

It is only within a generation that babies have been book-raised, and it is only in the last ten years or so that children's psychological problems have been considered in manuals for parents and teachers. On the shelf with Holt's "Care and Feeding" and Smith's "Baby's First Two Years" we keep, and sell Wickes' "Inner World of Child-

hood," and Pierce's "Understanding Our Children." Any good pediatrician in the community will tell you what books he is recommending to his young mothers.

A clergyman speaking at a booksellers' convention a few years ago said he resented the custom of placing a few dry theological works in a corner and labeling them Religious Books—that all good books were religious books. We are all rather wary of the theological works for stock unless we have a definite market, but we are safe with broadly religious books like Browne's "Stranger Than Fiction" and Clark's "Soul's Sincere Desire." Certainly Bibles—Protestant, Jewish and Douay—Episcopal and Catholic prayerbooks, and devotional books like the "Imitation of Christ" and "Daily Strength for Daily Needs" are indispensable. Along with these are the books of optimistic philosophy—"The Conquest of Fear," "The Silver Lining," "Singing in the Rain," etc.

A small service that is gratefully acknowledged is the securing of out-of-print books through advertising. When you see

the glistening eye of the happy customer as the desired volume finally lies in his hands, it is practically a guarantee that you have made, or confirmed, a steady client.

The community's contacts with the bookstore do not always take place within the walls. It often becomes the bookseller's job to take books to schools, and lectures, and garden club shows, and to do more or less book talking in connection with these exhibits. The schools, too, are often glad of talks on the more recent books and authors.

These are a few of the ways in which we are all making our bookstores an indispensable part of the life of the community. It takes an all-day, every-day willingness to bestir oneself, and to find nothing too much trouble, if it meets a customer's needs. Of course, when we are called on the telephone in our own homes at ten o'clock in the evening to be asked who wrote the "Dolly Dialogues," or how to spell Shanganagh, we feel a line might have been drawn somewhere by somebody, but we don't really mind—we feel flattered!

Trade Associations in the New Deal

What the National Recovery Act Will Mean to Trade Associations

J. S. SEIDMAN, C. P. A.

TRADE ASSOCIATIONS now have the opportunity of a lifetime. The Industrial Recovery Act now before Congress gives them an impetus that it would otherwise take years of effort to attain. If they "come through," a new economic era will have dawned with co-operative activity its keynote. If they flounder, it will mean further entrenchment for the good old philosophy of rugged individualism.

The virtues of trade associations have been sung for many a year. Their failure by-and-large to "deliver the goods" has usually been laid at the door of cramping anti-trust acts, and inability to curb outsiders or recalcitrants. Those imputed drawbacks are now to be checked by the Industrial Recovery Act. With full sweep of the road available, trade associations are called upon to justify their existence and prove their potentialities. Are they effective agencies through which com-

petition can be purified and waste eliminated? More fundamentally, are they or are they not properly designed units for stabilization and the maintenance of normal equilibrium between production and consumption—the basic aim of the Act?

The answer to these pointed questions will depend largely upon how the associations get under way and organize from the very beginning. The Industrial Recovery Act is an emergency measure. It requires and will thrive upon fast action. That haste should be necessary is unfortunate, for certainly a matter that strikes at the very roots of our economic structure would have a better chance to succeed if treated calmly and with deliberation. On the other hand, the very emergency which is giving birth to the Act finds industry prostrate and industry's members far more susceptible to cooperation. The

stage, therefore, is set for accomplishment, if accomplishment is in the cards.

In proceeding, trade associations need not act blindly. The book industry, publishing, bookselling, printing, binding have long been organized. The experiences of other countries that have actually experimented with and operated under laws somewhat similar to the Industrial Recovery Act, can also be drawn upon readily.

The Organization Problem

How shall the ball start rolling? It would appear advisable first to marshal the associations themselves within the respective industries with the view of avoiding conflict. There must be a coordination and simplicity in structure to embrace an entire industry. On the other hand, in those industries where associations do not exist (and there are many), they will have to be formed at once. All this is, of course, easier said than done, but adherence to petty jealousies or unreasonable selfishness will be merely indicative that, emergency or no emergency, industry is not yet ready to govern itself.

With the lines of organization perfected, the real job then begins—action from within. Foremost is the formulation of a Code of Practice. The code must be acceptable to the members and to the Government. It is not proposed at this point to consider the details of the code, but rather the more general aspects affecting its creation and operation.

The approach to the codification will be of the utmost importance. We Americans, by our very traditions, cling staunchly to such concepts as independence, liberty, democracy. Yet for a code of practice that will work for the common good, we must be prepared to accept restrictions in these concepts. In voting on association policy, mere numerical strength cannot be the criterion without regard to proportionate industrial strength. On the other hand, the collective rights and position of the smaller units in the industry must be recognized by the larger groups, and vice versa. Any secret reservations of mind, any unreasonable demands by some members, any one-sided sacrifices by others, will undermine the foundation and imperil the code, the association, and the industry, no matter how zealously the law is enforced. So also, any concerted idea of fleecing the public must be spiked at the outset. For even if a code so founded should happen to get by the Gov-

ernment, opposition from the consuming public would soon beset the code, with disastrous results.

In drafting a code, it will be necessary to guard against biting off too much, especially at the outset. A broad form, to be cemented by experience, will be more desirable than any labyrinth attempting to deal with minutiae. That is particularly true where an industry is beset by individual differences as in books or in varying production methods among its members, or when personality is of importance.

That brings us to the administration of the code. Success or failure rests here. Unless there is an impartial, intelligent, efficient administration, the code structure will crumple notwithstanding the supporting arm of the law. An executive or managing committee of men imbued with impartiality and vision is required. It will probably be helpful to have the committee membership rotate. In any event, the machinery of control must act swiftly, persistently, and without complications.

Internal friction has been the bane of some association activities. This has added a new element of cost, in some instances outweighing the saving in cost from the elimination of wasteful competition. That internal friction should arise is natural because of the variation in financial strength, technical progress, initiative, and standing of the respective members. A skillful administrative body can, however, ameliorate the human problems, and in the stress of our present emergency, perhaps eliminate them entirely.

True it is that with the law as an ultimate enforcing agent, the associations' burdens will be eased. But to depend solely on the law will be retrogression rather than advance in cooperative activity. Furthermore, with the law at their elbow to aid them, the associations face a test of their *raison d'être*. If, in spite of such support, they disintegrate, not much can presently be hoped for from a purely voluntary status. The legal aid will be temporary. It is designed only for the period of the emergency. If associations come through with flying colors during the emergency period, their activities will have gathered sufficient momentum to carry along without recourse to legal sanction. It all comes down to the way they organize during the crucial period. That may well be the criterion of their continued existence.

The Code of Practice

Under the Industrial Recovery Act, each trade will practically write its own constitution, and if approved by the Government, such constitution will become the "law of the trade." However, the opportunity to write one's "own ticket" may sometimes warp the vision and defeat the very ends desired. In the present instance, what is sought is not a restriction of trade, but an increase of trade, increased employment and better living standards. The restrictive element is to be applied to cut-throat and ignorant competition.

Accordingly, what should the code of practice contain? No general prescription can be meted out to cover all manner of ills for the industry. There are some abuses and unfair methods that are common to many industries. This was recognized in the Walsh Bill which set forth many of them. The Walsh Bill, in turn, no doubt had as its background codes of practice that had been drawn up by some industries, and that were filed with and approved by the Federal Trade Commission. They cover such items as acts tending to mislead or deceive competitors, the public, or the ultimate consumer, or which artificially or intentionally enhance or depress prices, the abuses arising from the injurious manner of advertising close-out sales, etc., etc.

These are, however, more or less collateral to the basic matters of production, distribution, and price. At the core of industrial recovery is the restoration and maintenance of balance between production and consumption. Accordingly, demand must be studied, production allotted or controlled to accord with demand, and price in some way guided. These are extremely sensitive, delicate mechanisms with which to work. The conclusions are not always received by willing ears. Nevertheless, the problem must be tackled and solution attempted, or else only the surface will have been scratched.

However production or distribution may be handled, the factor of minimum sales price, if price fixing is approved, will always command the center of the stage. In the final analysis, the price fixed or the price formula will either be the proverbial straw demolishing the camel's back, or it will be the life of the party. Sales price necessarily means recognition of the cost of production and handling. In the price formula it will be important not to nurse along the "weaker sisters" or inefficient producers by consider-

ing their costs in establishing minimum price. Nor should the base price be determined by the best-equipped and lowest-cost producers who will agitate for low prices to increase sales and reduce unit costs. The Walsh Bill was going to write a formula into law by prescribing a "fair and reasonable price based on all fair and reasonable items of cost plus a fair and reasonable profit, taking into consideration the necessity of a fair and reasonable compensation to producers and distributors of average ability and efficiency and to labor."

The minimum or base price fixed must be surrounded with the safeguards of uniform sales conditions, discounts, rebates, and credit terms. The code must then provide against selling below the established price, except as to sales in good faith to dispose of slow-moving or out-of-date goods. The same would be true of sales that breach the uniform sales conditions. Likewise, discrimination in price between different purchasers should be under the ban, except proper differentials due to differences in quantity, or cost of transportation.

When all is said and done, the code should in totality be a reasonable and economically sound cooperative instrument that will not result in an excessive selling price and that will not depress wages or conditions of employment. It should affirmatively tend towards better trade conditions, increase in employment, and a more wholesome, competitive method and trade practice. It will probably require the skill of business leaders and of the legal profession, buttressed by preliminary studies and subsequent investigations and check-ups by experts and accountants, to insure effective, smooth-running machinery.

If the important initial problems are solved, industry may ultimately, through trade associations, find profitable, cooperative activity as applied to purchasing of supplies, to research and education, to the use of patented processes, and even through the pooling of profits and losses. Existing organizations like the National Industrial Conference Board and the United States Chamber of Commerce can provide central agencies for economic research and activities in behalf of all industry. These, however, are matters for the future. Right now, to associations that are painstaking in their efforts, judicious in their procedure, and sound in their judgment, rewards will be ample.

Manhattan Rental Library Survey

GROFF CONKLIN

Part II

THE QUESTION OF memberships and rates next arises; and here we find more indescribable chaos! I wonder how the poor customer reacts to finding practically every library in the city working under some individual, strange, new rate system! The good old days of a 25c-a-week-charge per book are fast disappearing into the limbo of all prosperity-born things. Deposits of \$1.00, and \$2.00 or thereabouts for non-fiction, still are required by most stores; but the rental rates range through every conceivable variation from the lowest, which is 3c a day with a 6 cent minimum for novels, to 30c a week for novels, which is the highest. 15c for 3 days; 10c for 3 days; 20c a week; 5c a day with a minimum of 5c; 10c for 1 day & 15c for 3 days; 4c a day with a 10c minimum; 3c a day with a 9c minimum; and so on and so on!

Some libraries have special deposits of 50 cents; in one case that rate applies to a very fine collection of old novels and mysteries and biographies; in another, where the book rate is 10c flat with no overdues, it applies to a collection of children's reprints. It does a good business, too!

There are many libraries with no deposits, especially the office and drug-chain businesses; there are a few with a dollar fee instead of a permanent deposit—in these, the customer may gain by the lower rental rate, or the free delivery, or perhaps a 10 percent discount on book purchases. And there are two or three children's libraries, which work on a yearly membership basis similar to the endowed libraries, though with a lower subscription than is usual.

The most expert opinion on libraries unites in affirming that no shop rental business may be run profitably on a per-book rate of less than 25c a week. The oldest chains have such a rate, and should know from experience whether or not a cheaper one is possible. The increase in number of shops experimenting with three- or four-day rates is interesting, in view of the opinions of the older stores; perhaps in the end such rates

may prove profitable, but so far they are really too new to have proved themselves to be so.

The question of library stock is not as large a one as it should be, by which I mean that the answer to it is that, on the whole, library stock in all shops is pretty bad. As far as the newest novel goes, 95 percent of all libraries attempt to have a complete service; and an equal number of shops attempt to supply the very popular non-fiction, usually a pitifully small selection. In no library that I have found can the customer get everything he wants among the new books; the answer usually is, "Oh, I'm sorry, I'm afraid that's not popular enough to put in the library," or "I'd like to, but we really can't afford to put in every book we get requests for," or "but that's non-fiction, isn't it? We don't rent non-fiction, except the very best sellers."

In other words, the rental libraries in New York do not give anything like a complete service. One would think they should, but the attempt to do so has practically never been made.

There are a few old-book libraries; they chiefly are included in the endowed institutions, although there is that one other I mentioned some time back, with a deposit charge of 50 cents for the old timers.

As for children's books, beside the children's reprint library mentioned before—which, incidentally, is way up town, at 207th Street—there are three or four small shops, specializing in children's books, that have libraries. Their stocks are limited very strictly; the largest part is composed of books on the required lists of various private schools, together with a sketchy selection of classics.

The question of library stock, then, is a painful one. Nowhere in New York is there a reading service to compare with that found even in most of the smaller towns of England. There has never been an attempt to find out how popular a selection of old books might be in one of the bigger li-

braries, for instance. No experimenting; no "plunging." All the libraries follow in the footsteps of the earliest rental business, which was patently founded to supply only a small part of the reading desires of the public. In those days, the public libraries could satisfy the rest of the demand. It is not so now. I look to the time in the near future when an experiment in a big centralized rental library will be started to prove that money can be made renting all the books there are.

The last point of interest that arises as a result of the survey of the Manhattan libraries has to do with the systems, and the point is made interesting by the fact that for the most part the libraries really have no idea whatsoever of an efficient system. An efficient system takes time; it takes care; it takes, perhaps, somewhat of an investment in files and indexes. Most proprietors not only do not want to, but cannot, take the time to treat their library with the care it needs. They run their shop alone, and cannot devote half the attention necessary to the library.

Of the fifty places interviewed, I found hardly two with systems alike; and none with a perfect system. The calm way, for instance, with which most book people disregard the individual earnings of each book quite amazes me. They claim it is not necessary, that a book will be used till there is no more demand for it, and then be disposed of. True enough, but it is not exactly good business to dispose of the book before it has earned its cost! It seems to be taken for granted, the booktrade over, that no small percentage of stock both in the library and in the sale sections, will have to be sold at a loss, either by markdown or, in the case of library books, by resale to second-hand dealers or chain libraries. I'm sorry to say I don't see the necessity—at least for such large markdowns, or such profit-losing resale. A correctly managed shop—one, for instance, that uses the control card system for its sale stock—will not have one-half the problem of overstock that a carelessly managed shop will have; so, in regard to rental library, there will not be that large loss on the books which is due to the loss or resale of library books, if there is a sharp check on each book's earnings.

This applies both to the book's earnings and to its location when out. Many shops, and more especially most library chains in

drug stores, seem to live on the theory that man is, on the average, an honest animal. Perhaps he is. But he is a careless one, too; and at any rate, businesses do not usually become successful by believing in old adages!

Rather than explain the various existing systems, then, since they are for the most part faulty, I shall try briefly to indicate what seems to be an approach to the perfect system. No one store has all these points; some have other features not mentioned because they are too finical, perhaps. And it must also be remembered that systems will have to be adapted to the particular needs of the individual shop. But there should be a fool-proof system!

The cross-indexing of the book card with the customer card is, in Manhattan, definitely being given up. It is considered, and rightly, I believe, that such cross-indexing is an unnecessary move, of not much value.

Therefore, the ideal system fits in with many shops, in having a book card solely for reference and inventory. It is a book *title* card, on which is entered individually the date when each copy of the title is added to the library. These cards are arranged alphabetically. The card used may be very small, and need not be heavier in weight than the usual good grade bond paper. Ideally, it should be typed, for neatness; if not, a ruled card will be necessary.

The best system for identifying each book seems to be by number and by title, not by serial number alone. The serial number is unwieldy, unnecessary, and confusing. The number would be, then, "ANN VICKERS, 9," rather than "1576," for instance—a number which means nothing.

The necessity for any number at all may be said to be limited primarily to those books of which there are many copies in the library; but I believe it is best to carry the system through completely.

The back of each book should be marked with that number; if it is the 9th Ann Vickers in the library, its number is 9. Besides that, it should have the shop's name, either rubber stamp, blind stamp, or seal. A small seal is preferable, since it can be removed, and does not permanently mar the book. In the back also should be marked, preferably in pencil, the date when the book goes out; and, to complete the picture, the overdues paid should be marked down opposite the date. In this way each book's

earnings are known, since each date means a rental fee paid—whether 25c or 10c makes no difference, since each shop's fee will be the same in that shop and each sum jotted opposite the date will be the overdue paid.

This is really quite a simple system, and obviates the necessity of a book card for the accounting of overdues. The libraries, both large and small, that claim that such figures do not help seem to forget that it really is bad policy not to know everything possible about one's investments!—and a library book is an investment, pure and simple. To be sure that it will pay interest, everything should be known about it.

There seems to be no necessity for a ledger record of books, beside the book card. The non-circulating book card kept in a permanent alphabetical file surely is a more orderly and convenient record of stock than a ledger; and those shops that have both usually are members of a chain, the main office of which demands a daily gross report of stock entered in the library. In other cases, the ledger is unnecessary.

The most important feature of a library system is the customer card. Those organizations that recommend the book card rather than the customer card as the primary means of record seem to forget that after all the customer is the first thing to be considered in any business. Most customers like to know what they have read; unfortunately the average human being hasn't got a perfect memory; he needs to be assisted at times. The customer card does that.

It should be as strong as possible, since it will get plenty of wear. Perhaps it could be made from a light-weight bristol-board, such as is used by the office libraries in the city. This is much more durable than the usual paper card used, and will turn out to be a saving in the end. The most economical size seems to be 4 by 6, with space for the entry of 64 books, together with two small date-spaces for taken and returned dates. In a card of this size, the titles will have to be briefed; one chain of shops uses a 5 by 8 card with the same number of spaces; this allows for more sprawl in the handwriting of the clerk, but seems to me unnecessarily spacious. . . . The practice of recording overdues paid by each customer is one based on no reason whatsoever, as far as my researches have gone. If the overdues are marked in the back of each book as sug-

gested, that is ample. There is no information received from a record of customer overdues that is any help at all.

The customer cards should be in two—or perhaps three—files. An IN and an OUT file firstly; then, if the IN file becomes unwieldy, the inactive cards could be put in a third file. An inactive card usually is one that has not been used for six months. Arranged this way, the books out overdue may be easily checked by going over the OUT file once a week or so; and there is an instant picture to hand of the activity in the library.

The policy of indexing only the book card, leaving the customer card blank, and in file solely for reference, is bad. As I've said before, one of the necessary services of the library is to have at hand a list of what the customer has read; and the fact that indexing of the customer card takes more time is no real excuse for dropping it. Those shops with immense rush-hour business perhaps find it much simpler to use the book card for a reference, but the lack of service, coupled with the often huge loss of books through the absence of a check on what each customer has out, more than balances the somewhat slower service of a customer card filing system. This problem is a special one, and the best solution is yet to be discovered. The adoption of some sort of customer identification card, perhaps; and the requiring that during the rush hour each customer who wants a book must return one at the same time: these are merely suggestions that might be put into practice with good effect. Another idea, adaptable at once to a rush-hour shop, and to any other library that does a large amount of business, is the installation of a Kardex visible index for customer cards: this system allows of an immediate reference to individual records without the necessity of thumbing through a dozen or so unidentified cards to find the right one.

However, for the usual rental library, the system I have outlined is about the most efficient and the simplest, until someone else comes along with a new invention that will simplify it more!

One additional suggestion: if a book card must be used, either indexed alone, or cross-indexed with the customer card, it is far more easily handled if it is placed in the back of the book when on the shelf, rather

than in an IN alphabetical file. So placed, it is not necessary to waste several seconds running through a file to withdraw the card, mark it, and put it in the OUT file. All that needs to be done is to slip it out of the book when the customer wants it, mark it, and file in the OUT drawer—*by date*. Filing by date allows of an instant check on books overdue, since overdue cards come to the front constantly. Experience has proved that hardly one out of five hundred cards so placed is lost; and the saving of an extra IN file and of the time necessary to take the card from it, surely compensates for the very occasional necessity of making out a duplicate.

But if a library is to combine real service with efficiency, the book card does not need to be used, save as reference; and the customer card must be, for the benefit of the customer.

CONCLUSION. Now, what are the conclusions to be drawn from this survey? Being a fanatic believer in the future of the rental business, I may verge on the optimistic; but it does seem that the facts will be sufficient to warrant a bullish statement.

First off: rental libraries are growing at no slow rate—even though some individual organizations may experience decreases in their business. Reasons such as change in neighborhood, inefficient service, insufficient stock, or an uninterested attitude, all may contribute to such a decrease. But, believe me, it is not because the rental business is decreasing!

And anyhow, look at book buying! The purchase of books has become one of those customs of our population more honored in the breach than the observance. Any bookseller optimist who hopes for a return of the immense book sales of the past is doomed to learn otherwise by hard experience. His sales certainly will increase over what they now are (let us pray!), but his library—! his library will quadruple.

I have one more statistic to throw at you: this one of more interest to the publisher than to the bookseller, perhaps; and I bring it in here only as a further proof of the growth of rental library business. A very cautious estimate, indeed, of the numbers of a single title such as "Ann Vickers" bought for rental purposes on the island of Manhattan alone comes to the amazing figure of from 10,000 to 12,000 copies. An

average number of a moderately popular title, such as a Faith Baldwin or a Donald Henderson Clarke, is 1,000 copies. And of these no one knows how many are resold by the store libraries to the chains.

Which leads to another suggestion. If the resale of used library books to one's direct competitor is bad, it should be stopped. Yet such books must be disposed of, if possible at a profit in addition to the accrued rentals. What could be done, then, is to organize a central book purchasing department, under the auspices of the A.B.A., perhaps, or some other such group, to which each library would send its used books whenever it is ready to dispose of them. A fixed price would be set, say of 35c for novels and 50c for non-fiction; and markets for the disposal of the books could be found anywhere outside of the city. There are numerous outlets for such books which never have been developed: small-town public libraries; prisons; hospitals. The suggested organization could start a drug-store chain on its own in some of the partially undeveloped territory in our neighboring states to use the books; steamships could use some; export outlets could be developed. Anything at all, except giving a large percentage of one's profits to one's own competitor.

How the publisher feels about this resale of used library books to be used over again by other libraries, I do not know. He ought to feel irate. It is perfectly permissible for a customer to buy such a book, if he doesn't care about condition; but I should think the publisher would think, sometime, of looking to his profits in this as well as in other directions.

And the libraries themselves? On the whole, I have found them very disappointing, on many counts. The time must come when the rental business will get the care and attention generally that it now gets from certain stores. Of course, it is a nuisance; of course, its profits are smaller than book sales profits, if you consider unit sales. But the additional "of course" is that it makes money. It does—if correctly run, on a large enough scale, with enough intelligence, enthusiasm—and experience—back of it so that it is economical.

The eventual solution of the library problem is as yet unpredictable. The natural course one might expect is the development

of large centralized systems, where overhead as to rent and salaries will not be so impossible to beat as they are in the small individual shops, and where a much better book service can be given because of the size of the clientele.

At present, both service and system are universally weak. There is no place in Manhattan, for instance, where *all* new books, or any old book, may be rented; and only two or three places where even a large percentage of them are available. And as to system: waste, loss, inefficiency, and all attendant evils, make the average little circulating library one of those all-too-frequent and shocking exhibitions of slovenliness that cause efficiency experts to shudder!

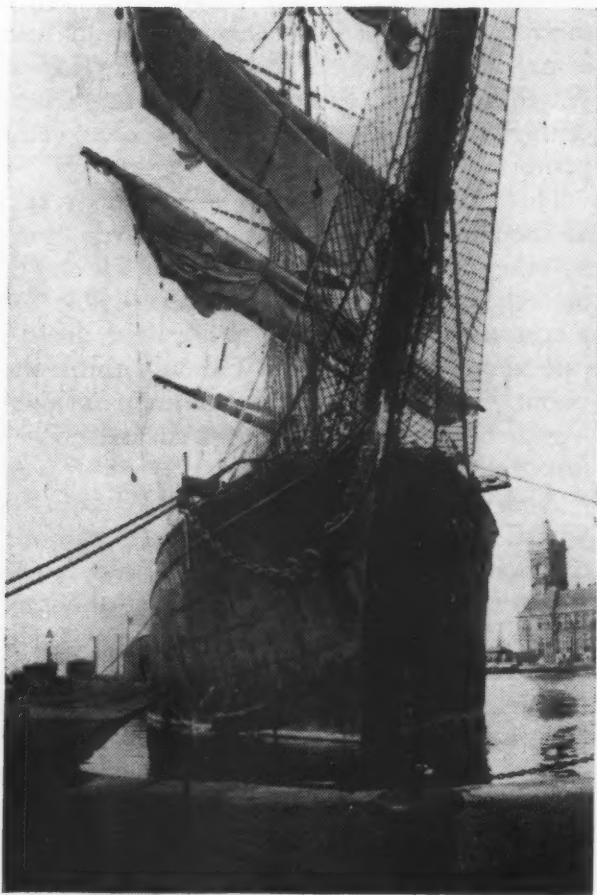
And thus, despite the growth in library business, and the possibilities of profits in it, it still is one of the very best kinds of endeavor to stay out of—unless you have

more backing and more experience than most rental library people would appear to have.

Let me quote as a final warning, a sentence or so from the letter of the manager of one of the biggest library organizations in the city. He says: "We would consider it as a favor to the booktrade and also to the innocent people who search for a livelihood, if you would issue a strong warning to keep away from the establishing of new book businesses in all its ramifications."—By which he means primarily, of course, the rental business.

That is not special pleading: it is a heartfelt warning, one that will be echoed, I imagine, by every rental library manager who reads this. Unless you have the money of a Rockefeller and the experience of a Womrath, keep out of the rental library business!

Customers' Choice



The Parma at the end of her voyage

THE FOUR-MASTED BARQUE, *Parma*, one of the last windjammers in active service, broke all

records since the days of the clipper ships, when she slipped into Falmouth Harbor, England, on May 24th, with a cargo of grain, 83 days out of Australia. This is particularly interesting to the booktrade because Alan J. Villiers, second mate and part owner of the vessel, is well known as the author of "The Grain Race," "Falmouth for Orders" and a number of other books of the sea. This is the third time Mr. Villiers has participated in the grain race from Australia to England, and it is the second successive year the *Parma* has won the race. The fastest passage previously since the day of the clippers was made by the grain ship *Marlborough Hill* in 1921, when a voyage of 89 days was logged. The *Parma* took 103 days last year. The clipper *Lightning* of the Black Ball Line made the voyage in 63 days, 17 hours in the 1850's.

Mr. Villiers is expected in this country in a few weeks and will bring with him the manuscript for a book for boys which *Scribner* expects to publish this fall.

Mary Louise Jackson, of the Dartmouth Book Stall in Boston, is especially enthusiastic about a booksellers' book, "At John Murray's" (*Dutton*). Says Miss Jackson, in a letter to the publishers, ordering 15 copies

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of the book, "Our enthusiasm for 'At John Murray's' grows as different members of the staff read the book. I think it is one of the literary events of the year and a perfect delight."

✻ ✻

As a result of Representative Brooks Fletcher's letter to Upton Sinclair asking if additional copies of "Upton Sinclair Presents William Fox" might be supplied to the Congressional Library, every Senator and Congressman has now been given a copy.

✻ ✻

Garden City Publishing Company has put the stamp of approval on the scheme it started a few months ago of publishing fiction successes of past seasons in dollar editions. To build up the list four titles a month were published, including such titles as "Imperial Palace" and "Brave New World." From now on two titles will be released each month along with the *Star* non-fiction titles.

✻ ✻

"Ann Vickers" is in further luck! Not only is it a best-seller in nearly all the countries of the world, but it has just received the distinction of being censored by the Irish Free State. Neither does the Irish government like Bernard Shaw's story of the Black Girl, also on its latest weekly list of books prohibited.

✻ ✻

The experienced hand of Henry Sell has been giving informal but effective aid to Knopf in setting up the ubiquitous publicity for "No Nice Girl Swears." Sell believes in the book and the author and has helped start up all kinds of news stories in the press including a syndicated column by the author which begins in the Hearst papers. Best & Co. have paraphrased the title to advertise "Every Nice Girl Swears" By Best.

✻ ✻

Because "Zest" has caught the public fancy so quickly, *Doubleday* has made an additional advertising appropriation and will spend \$3000 in daily and Sunday newspaper advertising in June. This will include large ads in the *Times Book Review*, the *Herald Tribune Books* and in papers in other cities.

✻ ✻

Edward J. O'Brien has dedicated his new volume, "The Best Short Stories 1933" to



This cartoon of President Frank L. Magel of the A.B.A. is part of the permanent exhibit of Georges Schreiber's sketches on view at the Publishers' and Booksellers' Center at the Hotel Duane

Story which has held the record for three years of having originally published the greatest number of distinguished stories chosen for the O'Brien anthology. This volume is published this year by *Houghton Mifflin*, and appears for the first time in June.

✻ ✻

Out-door bookselling by the little blue push carts of the Hop-Light Ladies opened up in Madison Square last Monday with brisk business. They were selling fiction at 25c a copy, five for a dollar, and the editor of the *Publishers' Weekly* was the first purchaser of an assorted selection. Newswriters and photographers saw news material in the colorful equipment.

✻ ✻

Ralph Allen, of the Phoenix Book Shop in New York City, has become head of the rare book department of R. H. Macy & Co.

✻ ✻

Jack Stephens, manager of the Lamar Book Store in Houston, Texas, dropped in to see us this week, bringing the cheerful news that the depression hasn't been as severe in Texas as in many other parts of the country. One of the things Mr. Stephens notices in regard to present-day book-buyers is that they are less inclined to ask for books by title than they were a few years ago. Nowadays the clerk has to *sell* every book, which, he says, is a good thing for both clerk and customer.

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The American Book Trade Journal

Founded by F. Leypoldt

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EDITORS

R. R. BOWKER	FREDERIC G. MELCHER
MILDRED C. SMITH	
ALICE P. HACKETT	SANFORD COBB
ALBERT R. CRONE	Publications Manager
LOUIS C. GREENE	Advertising Manager

June 3, 1933

IHOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Serious Business

HOW MUCH WORSE it might have been if the Booksellers' Convention had fallen last January when business was in the last throes of the do-nothing period, or if it had fallen in March when the despondence of industry reached its peak! Now at last there is new life in trade reports. Those that have stood the strain feel that they can step out with new experimentation, listen hopefully to new sales ideas and take fresh hope for the day when sales cover expenses and show profits besides. New York is glad to again welcome the American Booksellers Association. A convention held just at this break in the clouds is serious business. There will be small attendance just as there was after the War. Many dealers of pre-depression years are out of business, many cannot afford to charge travel expense against this year's business, but the government is declaring itself for trade recovery through trade associations and the booksellers can make their new start right here and now.

In this issue there are two articles which everyone coming to the Convention will find good preparation for the discussions, Mrs. Noyes' "The Bookshop in the Community" and J. S. Seidman's "Trade Associations in the New Deal."

New Foundations of Credit

INDUSTRY IS NOT GEARED to run on a cash basis. The book business is no exception. Cash is paid for labor as used in the planning, production and sale of books, but the printer gets credit on his new composing machines, presses and ink, the binder gets credit on his machines and his materials, the publisher gets time to pay for his printing, binding, paper and royalties, the bookseller gets credit from the publisher and gives credit on half his sales to the public.

This credit structure is a necessity; without it transactions would become slow and awkward. To rebuild credit is the need of the hour. It cannot be done without patience and careful adjustment but every thread of the fabric of national credit is of value if the strain of reconstruction is to be met.

The ultimate protection of a credit is not the power to pay at the moment of purchase but the power to earn and thus to pay in the future. What the producers of books must have, and in this they are no different from other industries, is a broad system of outlets that can earn money for their proprietors. Manufacturers of materials and of machinery cannot sell to printers and binders for cash but on payment to be taken out of fresh earnings; authors, printers, binders, paper makers cannot ask cash from publishers but must rely on being paid from business to come; publishers cannot find outlets that will buy books with new capital—there must be credit extended and met by future earnings.

At every point this credit structure is today weak. It will take months or years to rebuild, but the trade must be about that task. The publisher as the entrepreneur of books is in the key position. If he buys too close so that printers and binders suffer, the publisher ultimately suffers from disorganized and inefficient production. If book outlets do not earn adequate totals nothing can produce continuing payments from these accounts. On what basis can bookstores, when well conducted, make money? Publishers are in as much need of knowing this as booksellers. Book sales cannot lean on remainder sales, club discounts, and price-cutting aimed to build sales for other merchandise. The public library outlet, supported by taxes, is a temporarily weakened source of income for producers of books. Our bookstores must be maintained and new ones started.

In this task the publishers' experience through the Credit Bureau should be used for reconstruction purposes. Not to liquidate but to help reconstruct and reinspire bookshops must be the task of the publishers' agencies. Patiently but persistently a credit structure must be built out through the best possible outlets until publishers can again be sure of making sizeable and profitable editions of worthwhile books and these books shall find their market through outlets which are making profits on the credits thus extended. Reconstruction finance is not merely an urgent government function but the primary interest of an industry like publishing.

Education of Shakespeare

"IT HAS BEEN MY PRIVILEGE to get together the manuscripts and books which are more or less responsible for our present civilization, because they are the books from which the youth of many centuries have received their education."

Thus simply does George A. Plimpton, head of the great house of Ginn & Company, preface the little volume which he has written on "The Education of Shakespeare." "From this collection," continues Mr. Plimpton, "I have picked out the textbooks in use at the time that Shakespeare was in school. All the books from which I quote are on my own shelves."

The famous Plimpton collection thus becomes the background of a book which will be prized not only by Shakespeare scholars but those lovers of great books who appreciate the importance of Mr. Plimpton's library. In this volume, which is published by the Oxford University Press, the owner outlines the state of education in the time of Shakespeare, gives a simple account of some of the great teachers of the day and of their principles of instruction, and then describes the textbooks that were known to have been used at the time that Shakespeare went to school.

The volume is effectively illustrated with reproductions from the pages of the rare volumes which Mr. Plimpton has collected. Students of earliest textbooks may remember that Mr. Plimpton owns a single leaf from a Donatus, which Gutenberg printed even before the Bible, probably in 1450.

There is no private library in America that is more appropriately connected with its own-

er's career than this collection of books on education belonging to the head of a great educational publishing house.

Controlling the Selling Price

WHEN THE CONFUSION in the bituminous coal industry was at its worst, the producers came together to found the Appalachian Coals, Inc., a selling agency. The government then applied for an injunction on the ground that this was an unreasonable restraint of trade under the Sherman Act. The Supreme Court of the United States has dismissed the complaint. The opinion, written by Chief Justice Hughes, holds that the defendants were trying honestly to find a way to reestablish their industry, and that, considering the state of that industry and the amount of competition, it could not be thought that it was going to fix prices to the disadvantage of the public. The enterprise should not, Justice Hughes asserts, be condemned as an undue restraint merely because it may effect a change in market conditions.

This decision will give new courage to co-operative associations of business men who have been trying by joint action to cure trade evils.

Postal Legislation

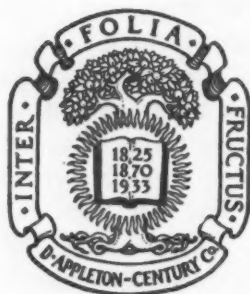
THE HOUSE has passed a bill which would cut to two cents the postage on local letters and which provides that the President may revise other rates after a survey. What the President is to study is the question as to whether the revenue from first-class mail might not be increased by reducing postage again to two cents, inasmuch as the increase to three cents so cut down the number of mailings that the government's income increased not at all.

Forthcoming Issues

❖ ❖ ❖ The American Booksellers' Convention will be held at the Hotel Montclair, Lexington Ave. and 49th Street, New York City, on June 5th, and the *Publishers' Weekly* in its June 10th issue will report the Convention. Since the Convention will last only one day, the editors are planning to get this report to the readers in the very week of the meeting, instead of a week later, which has been necessarily the plan in the past. ❖ ❖ ❖

News of the Week

Appleton and Century Complete Consolidation



THE ACTION OF THE stockholders of D. Appleton & Co. and the Century Co. in connection with the consolidation and the actual operation under the joint title begins this week at the Appleton address of 35

West 32nd Street. Additional floor space has been taken and a rearrangement of department space has been effected so as to take care of the new types of business that will thus be brought under one roof.

The city trade stock of both publishers is now at 32nd Street and the balance in the warehouse in Brooklyn owned by the Appleton Co. The Century quarters on Fourth Avenue have been given up. As was announced in the story in the *Publishers' Weekly* of March 18th, John W. Hiltman, president of D. Appleton & Co., becomes Chairman of the Board for D. Appleton-Century Co.; W. Morgan Shuster, president of the Century Co., is president of the new organization; Rutger Bleecker Jewett, of Appleton, is editor of the trade department; Dana H. Ferrin, of Century, editor of the educational department; L. W. Sanders, of Appleton, treasurer, and W. L. Atkins, Century Co., assistant treasurer; E. J. Cuddy, of Appleton, secretary; Gardner Hazen, Century Co., head of manufacturing; L. P. Coleman, of Appleton, in charge of stock and warehouses; E. L. Smith, of Appleton, director of publicity and advertising; F. A. Clinch, of Appleton, manager of trade sales; John Winters, of Century Co., assistant manager.

The well-known publishers' marks of the two companies have been combined and redesigned, with the dates of the founding of the two old businesses and of the new incorporation, and the famous motto of Appleton is still used—*inter folia fructus*.

A summer conference of trade salesmen is to be held June 10th and the sales force goes out immediately thereafter, the first important publication date falling in July.

The first advertisement of the firm is a general advertisement for the imprint, and a display advertisement will be put in mediums across the country, headed "All Appleton-Century books should be on sale at your bookstore. If not obtainable there the publisher will fill your order—*But try bookstores first!*"

In London the long established Appleton office has been handling the Century Co. line for two years. This plan continues and the new incorporate name will be used.

Publishers Win Copyright Case

THE PUBLISHERS who sued the Cambridge Tutoring Bureau (Segal and Hurvitz, proprietors) at Cambridge, Mass., were given a decision against those infringers of copyright in the United States District Court of Boston on May 24th. The Cambridge Tutoring Bureau had taken extensive excerpts from numerous textbooks, condensed many books to about one-third of their length, and sold these condensations to students who were preparing for examinations, at prices ranging from 75c to \$2.50, this without permission of the author or the publisher.

The decision was emphatic, including permanent injunction against Segal and Hurvitz for any such type of infringement in the future. They were perpetually enjoined from using any such stencil excerpts of this list of books or any other, the stencilling equipment and all stencil copies which were seized were ordered destroyed, and \$1,000 damages were given the complainants.

The day after the final decree twelve Harvard Law School professors obtained a temporary injunction in the State Supreme Court enjoining Segal and Hurvitz from doing business in Cambridge under the style of the Cambridge Tutoring Bureau and enjoining them from selling copies of lectures by these twelve professors. The professors asked that they deliver up for destruction all notes and copies for means of reproduction of these lectures and to account to them for profit they had made on these.

The Publishers' Association has followed this situation up by writing to 500 college presidents and to all educational magazines throughout the country to explain the situa-

tion and to urge cooperation in fighting this evil. Too great emphasis cannot be given to such a situation, as without protection no author can hope to sell his product for enough to reimburse him for the time and money spent in the preparation of the manuscript. One of the surprising situations in the story of copyright is the indifference there has been to this need of author protection in educational circles, where there ought to be the quickest appreciation of the rights of authors.

Printers and Binders Study Recovery Bill

WHILE THE INDUSTRIAL RECOVERY BILL is still before the Senate, many groups are taking steps to be prepared to take advantage of its provisions in the event of passage. Among others, the New York Employing Printers' Association and the Allied Printing Trades Council, which represents the employees, considered last week at an annual meeting of the Printers' League the plan of having representatives ready to draw up a program for improving the printing industry in New York State and City. A committee, with E. J. Mordaunt as president, was elected. The Employing Binders' Association have similar plans in mind and have drawn up outlines of a program which will be presented to the Industrial Commission if the bill is passed. This piece of legislation, which may have far-reaching effect, embodies, along with the industrial program, a plan for a three-billion-dollar public works program, to be supported by some plan of taxation not yet decided on. The latter feature will, of course, cause considerable debate.

The Liveright Situation

THE TWO TRUSTEES representing the creditors of Liveright, Inc., Abraham Van Rees and H. F. Chalfant, have reached no decision in deciding on a program for settling the business. Arthur Pell, for the last three years director and head of the publishing house, has tendered an offer of 10 per cent. of the outstanding debts for the business but has not turned over to the creditors' committee his stock in the firm, which was the program along which they were trying to proceed. The business was put into bankruptcy on the petition, but a stay was given.

Sales Managers Meet

SALES MANAGERS from approximately thirty publishing houses met on May 23rd at the Aldine Club, under the auspices of the N.A.B.P. to discuss important aspects of the Association's work before travelers go on the road for the new season. August Gehrs spoke of the work of the Credit Bureau in helping stores and outlets. Mr. Gehrs stated that the Bureau last year had assisted 300 stores by furnishing information on how to handle sales and stock. He said that in the past ten years 80% of the new outlets had been opened by women with little capital and experience, and asked that salesmen be requested to report to the Bureau when they learn of new capital which is to be put into the business.

Cass Canfield spoke on the subject of remainders, suggesting an agreement by which publishers would pledge themselves not to remainder books less than one year old, not to bind surplus sheets for remaindering and not to manufacture books for cut-price "remainder" outlets.

The program for the afternoon meeting of the A.B.A. convention was outlined by Richard A. Simon.

Sales Talk Prizes Awarded

FIRST PRIZE OF \$25 in the recent contest offering \$100 in prizes for the best sales talk on Edwin C. Hill's "The American Scene" has been awarded to Rose Jeanne Slifer of the Altman-Brentano Bookshop. The judges, Roy S. Durstine of Batton, Barton, Durstine and Osborne; Frank Magel of the Putnam Book Store; and George F. Rittenhouse of the *Retail Bookseller*, chose Miss Slifer's entry because it places the book directly and vividly before the customer, making the customer see the illustrations, index and subject matter for himself. Another point in Miss Slifer's talk is that it stresses the very important fact that Mr. Hill has a direct personal knowledge of the characters and events he describes in the book. The sales talk is lively, interesting and compelling.

Second prize of \$15 was awarded to Ward Macaulay of Detroit, and the \$10 third prize went to Charles K. Jackson of Burrows Brothers in Cleveland. Ten prizes of \$5 were awarded and a copy of the book was awarded to each of seven contestants who received honorable mention.

Organizes for the "New Deal"

THE DRUG INDUSTRY, probably more affected by cut-throat competition than any other industry, has laid plans to operate under the proposed Industrial Recovery Act.

All branches of the trade have organized the Drug Institute of America, Inc., with the stated purpose of maintaining fair wages in this two billion dollar industry and to end destructive competition. Wheeler Sammons, former head of the A. W. Shaw Company and lately Vice President of the McGraw-Hill Company, has been chosen as director.

The membership of the Institute includes all groups of manufacturers; the wholesalers, independent and cooperative; retailers, independent and chain store; the officers and employees of all trade associations of the industry; the faculties of colleges of pharmacy and officers of learned and professional organizations connected with the industry.

Lloyd George Memoirs Announced

CONTRACTS HAVE JUST been signed for the publication in the United States by Little, Brown of the long-awaited war memoirs of Lloyd George. They will run to four volumes, and the first section of two volumes, covering the events which led up to the outbreak of the War and the War years 1914 to 1916, will appear this autumn.

For some time there has been active bidding on the part of American publishers for Lloyd George's memoirs, and while the price paid by Little, Brown for American book rights is not disclosed, reports from England estimate that Lloyd George should, with reasonable luck, clear one hundred thousand pounds from the sale of all rights.

Crime Club's Fifth Anniversary

ON MAY 26TH the Crime Club celebrated its fifth anniversary with a dinner at the Ritz to the first directors of the club, including George Stevens, now advertising manager of the *Saturday Review of Literature*, who was the originator of the Crime Club; Ogden Nash, its first editor; Storer Lunt, sales manager of W. W. Norton; Everett Abbott of Lord & Taylor; Daniel Longwell and Frank Henry of Doubleday, Doran, and Malcolm Johnson, the present editor. In the five years of its existence the Crime Club has published 318 books and sold about 2,000,000 copies.

Women's National Book Association Meeting

THE REGULAR MONTHLY meeting of the Women's National Book Association was held at the Hotel Pennsylvania on Tuesday evening, May 23rd. Claire Pomeroy, Clara Gruening Stillman and Dr. F. H. Vizetelly were the speakers at this meeting.

Macmillan Launches New Plan for Selling Libraries for Children

MACMILLAN BELIEVES APPARENTLY this is good time for business building and announces a new merchandising plan for children's books—the "Boys' and Girls' Own Libraries." The plan is presented to booksellers to help them make larger unit sales and to widen the contacts of the juvenile book department in the bookstores.

From the large and varied list of Macmillan publications for children, four libraries have been selected:

Library 1. "Look and Listen Books," for children four to eight.

Library 2. "Books I Like the Best," for children eight to eleven.

Library 3. "Romance and Realism," for girls from eleven to fifteen.

Library 4. "Adventure and Information," for boys from eleven to fifteen.

The titles included are perennial best sellers. Every book appears in the A.L.A. approved lists. The libraries represent the important classics and background books, as well as some of the best modern story books.

Each library totals a little over \$20.00 at list prices and the new plan suggests that they be offered to customers on a subscription basis of \$5.00 down and \$2.50 a month for six months or \$18.50 for cash. The bookseller is given a special discount on the four book collections as sets. He is furnished with a program of merchandising suggestions, and an elaborate eight-page illustrated circular is available with bookstore imprint. The whole project is being supported by Macmillan with special advertising and a personally directed promotion campaign.

Many direct-selling enterprises have been cutting into the booksellers' children's book business, and many stores will welcome this plan which offers them an opportunity to give real competition.

German Booktrade's New Program

The Börsenverein Asks the New Government to Approve Ten Principles of Trade Practice for Uniform Enforcement

THE EXECUTIVE COUNCIL of the Börsenverein has published in the *Börsenblatt* a list of trade principles which they desire to make operative throughout the German booktrade, and, in offering full cooperation to the government the Council asks the sanctions of the government in enforcing these rules. This program has immediate interest in America as the new Industries Act now before Congress calls for the formulation of somewhat the same type of program for American industries.

"The German booktrade greets the national awakening. It has promptly shown its readiness to cooperate to the utmost. In the meantime cultural and commercial guide posts have been set up. These enable the Börsenverein der Deutschen Buchhändler to show its own program in full cooperation with the movement.

"It should be stated that the Börsenverein is the trade organization of the entire booktrade. It embraces in this capacity the large groups of publishing, jobbing and retailing, and, therefore, belongs both to the Union of the German industries and to the Union of the German individual trades.

"Our organization extends as far as does the German language. Wherever German is spoken or Germans are living in numbers, the Börsenverein extends also beyond the limits of Germany, and its branches and individual members are tied to it by its rules.

"The maintenance of the retail price is the central feature of the German booktrade organization. It enables the dealer in a small town to compete with the large dealer in the large cities. By this is assured the unusually strong representation of individual bookstores in all German provinces. The fixed retail price established since 1887 was broken down after the War. Besides the effect of the inflation and the urgent need of sales, the legal measures enacted were primarily the cause of the breakdown of prices, the legislation relating to cartels, the lowering of prices by governmental decrees and the insistence of governmental agencies

to supply some outlets at privileged prices.

"The general character of the booktrade organization in relation to its work has always placed the executive offices in the hands of men who were nationally inclined. For half a century, no alien race has been represented on the executive council. The executive council stands for the best interest of all in the trade groups amongst its members.

"In its session on the 11th and 12th of April, 1933, the executive council has called for the following program:

1. The Börsenverein der Deutschen Buchhändler shall be the compulsory organization for all booksellers.

2. The Executive Council of the Börsenverein favors governmental permits for all the booktrade, but it also asks that in the formation of the rules for these permits and in the granting of them it shall be heard authoritatively.

3. The Executive Council of the Börsenverein maintains that the Government shall give up all bookselling activities. Government agencies of that character now in existence shall, as quickly as possible, be turned over to private hands. Publishing and distribution by associations, clubs and political parties, etc., shall be forbidden.

4. The Executive Council of the Börsenverein according to its tradition of 100 years and its economic policy for decades insists upon a fixed retail price in order to obtain a clear and unobjectionable fixing of prices for the German book. Special price inducements of all kinds, price reductions, and also the uneconomic depression of prices will be prosecuted by the Börsenverein if the Government gives this power.

5. The Executive Council of the Börsenverein insists, in order to assure that promising youth shall enter the booktrade, that there shall be a compulsory government examination of clerks, but it requests that the establishment and management of the examination boards, as far as this applies to the booktrade, shall have sufficient participation.

6. The Executive Council of the Börsen-

verein is in favor of the rapid re-establishment of cultural budgets throughout the Reich, and in all its communities in order to further German culture both at home and abroad.

7. The Executive Council of the Börsenverein asks the immediate stopping of book clubs of every kind and the transfer to publishers of the production and to retailers of the distribution of books.

8. The Executive Council of the Börsenverein asks the immediate and complete cessation of the publishing and selling of books by department stores of whatever kind, also for existing establishments.

9. The Executive Council of the Börsenverein asks for measures to protect the trade against the unhealthy and detrimental existence of so-called modern circulating libraries with a refusal to grant permits to new enterprises of this sort during a certain time.

10. As to the Jewish question, the Executive Council trusts the government of the Reich. Its decrees will be executed in its sphere without any reserve."

Graphic Arts Institute Holds Annual Meeting

HARRY L. GAGE, vice-president of Mergenthaler Linotype Co., was reelected president of the American Institute of Graphic Arts at its annual meeting last week. Mr. Gage's administration was praised by all members for having carried out, in a difficult year, the full values of the Institute's program.

Other officers elected were: Harry Groesbeck, honorary president; C. Chester Lane, 1st vice-president; William Reydel, corresponding secretary; Ellen Thayer, recording secretary. Directors for three years: Robert S. Josephy, George Grady and Thomas Erwin. The honorary vice-presidents carried the support of the work through every section of the country. These included Donald P. Bean and William A. Kittredge of Chicago; Lester Douglas of Washington; Will Ransom of Rochester; Augustus L. Shearer of Buffalo; Melbert Cary and Philip Hofer of New York; Lessing A. Rosenwald of Philadelphia; Bruce McAllister of Boston; Louis A. Alliger of Holyoke.

The treasurer reported a balanced budget under drastically curtailed appropriations. The Exhibit of Commercial Printing and

the Fifty Books Show had traveled in the year through 42 cities. Fourteen meetings of the Book Clinic had been held and the report on the Standards of Practice in the bookmaking industry had been made and is published in the *Publishers' Weekly* this week. A similar study on the Standards of Material will shortly be ready. The Clinic Book Show was put on at the New School under the chairmanship of Evelyn Harter.

Dr. Lehmann-Haupt, chairman of the Fifty Books Committee, announced the arrival from Germany of a fine exhibit of commercial printing. This will be put on the road in selected cities next fall.

Sporting Offer

A. KROCH, who is in charge of the book-trade exhibit at the Century of Progress Exhibition in Chicago, has published a guide book to Chicago with the title "Chicago Welcomes You." The author is Alfred Granger. Mr. Kroch makes a sporting offer to booksellers in regard to this book, which retails at \$1. To booksellers who send in \$1, Mr. Kroch will ship two copies of the book. If they are not up to expectations the bookseller may return them, and Mr. Kroch will refund \$1.25, to cover books, postage and annoyance.

Obituary Notes

LEE WILSON DODD

LEE WILSON DODD, novelist and poet, died on May 16th at his home in New Haven, at the age of 53. Mr. Dodd was recently appointed to succeed Professor George Pierce Baker as active instructor of playwriting at Yale University. He was admitted to the bar in 1902 and withdrew from the profession five years later. In the latter part of 1907 "The Return of Eve" was produced. Other plays were "Speed," "His Majesty, Bunker Bean," a dramatization of Harry Leon Wilson's novel, and "Pals First." He was a regular contributor of verse to the columns of Don Marquis and F. P. A. and also served for a time as critic for *The Saturday Review of Literature*. He was a member of the faculty of Sarah Lawrence College in 1932 and 1933. Among Mr. Dodd's best-known books were "The Middle Miles," a collection of poems; "Lilia Chenoworth," "The Sly Giraffe," "The Golden Complex," "The Great Enlightenment," and "The Book of Susan."

May Book Production

Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	May, 1933			May 1932	5 mos. 1933	5 mos. 1932
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics	9	3	12	16	96	118
Religion, Theology	52	2	54	52	244	289
Sociology, Economics	46	1	47	41	255	270
Law	7	—	7	6	20	25
Education	8	2	10	21	66	118
Philology	21	3	24	14	93	82
Science	29	6	35	31	155	176
Technical Books	15	3	18	25	79	79
Medicine, Hygiene	14	6	20	26	113	127
Agriculture, Gardening	6	—	6	6	28	31
Domestic Economy	4	—	4	2	30	31
Business	10	1	11	18	54	63
Fine Arts	11	2	13	16	61	79
Music	6	—	6	6	26	32
Games, Sports	19	—	19	16	59	69
Literature, General	17	4	21	32	105	160
Poetry, Drama	20	7	27	23	213	249
Fiction	71	6	77	121	846	904
Juvenile	14	5	19	30	151	142
History	46	2	48	26	186	182
Geography, Travel	15	—	15	21	103	140
Biography, Genealogy	35	—	35	34	232	300
Miscellaneous	2	—	2	6	22	31
Total	477	53	530	589	3237	3697

For May, 1932, the totals were:

New Books	488	New Editions	101	Totals	589
Decrease of	11	Increase of	48	Decrease of	59

Totals for five months, 1933, show a decrease of 460 for totals of five months, 1932.

P. W. Market News

One Month from Now—A Forecast

MARRIAGE IN GOTHAM, by Ishbel Ross. *Harper*, \$2.

GAL REPORTER, by Joan Lowell. *Farrar & Rinehart*, \$2.

INSPECTOR RUSBY'S FINALE, by Virgil Markham. *Farrar & Rinehart*, \$2.

DAUGHTER TO PHILIP, by Beatrice Kean Seymour. *Knopf*, \$2.50.

JEREMIAH AND THE PRINCESS, by E. Phillips Oppenheim. *Little, Brown*, \$2.

THE LORD OF LIFE, by Neil Bell. *Little, Brown*, \$2.

SHIFTING SANDS, by Sara Ware Bassett. *Penn*, \$2.

July 5. The author of that popular novel, "Promenade Deck," tells a story of a New York family in the divorce mill.

July 6. Joan deserted the sea for a year, investigating the Boston underworld as a reporter.

July 6. Inspector Rusby, guest at a house party, wakes up one morning to find himself alone with a dead body.

July 7. The story of a stepchild in a sophisticated London household, by the author of "Maids and Mistresses."

July 7. A light romance on the Graustark order.

July 7. A novel wherein nineteen men and one woman are left alive upon the earth.

July 7. Another Cape Cod story involving the romance of an attractive young widow.

Out This Week

AS OTHERS SEE CHICAGO, comp. by Bessie Louise Pierce. *University of Chicago Press*, \$3.

BETTER TO MARRY, by Ursula Bloom. *Dutton*, \$2.

CONGO JAKE, by A. C. Collodon. *Kendall*, \$3.

DOCTOR GION, by Hans Carossa. *Ballou*, \$2.

FOUNTAIN BOY, by Neil Brant. *Vanguard Press*, \$2.

THE INVESTOR PAYS, by Max Lowenthal. *Knopf*, \$2.50.

THE JOURNAL OF ARNOLD BENNETT, 1921-1928. *Viking Press*, \$3.

LETTERS FROM HOLLAND, by Karel Capek. *Putnam*, \$1.50.

LITTLE MAN, WHAT NOW? by Hans Fallada. *Simon & Schuster*, \$2.50.

MEN OF GOOD WILL, by Jules Romain. *Knopf*, \$2.50.

MONEY VERSUS MAN, by Frederick Soddy. *Dutton*, \$1.25.

TEN DAYS, by George Grey. *Duffield & Green*, 50 c.

THE WAY OUT, by Upton Sinclair. *Farrar & Rinehart*, \$1.

One of the most interesting Chicago books we've seen, containing the accounts of Chicago visitors from 1673 to the present.

A story of a mother and daughter and their simultaneous love affairs. To be well backed by advertising.

The African adventures of a 79-year-old hunter and trader. Enthusiastic introduction by Edwin C. Hill.

This European novelist has a small but faithful following in this country.

A soda fountain clerk, a middle-aged millionaire, and several unvirtuous ladies in a novel saved from the "filler" class by its witty and graceful style.

And pays and pays. Mr. Lowenthal tells how in a detailed account of a particular receivership.

The third and final volume. Also published in a 3-in-1 volume at \$5.

Witty travel sketches with the author's own drawings.

A German "Nobody Starves," with the emotional force and humor that book lacked. It's good.

The first volume of a long novel interpreting the life of all classes of Parisian society.

A primer of the economic theories of the author, who wrote "Wealth, Virtual Wealth, and Debt."

A reportorial account of the first ten days of the Roosevelt administration, seen as the foundation upon which the economic upturn will be built.

Mr. Sinclair has a way of commanding attention.

P. W. Market News

Current Best Sellers

- | | |
|--|---|
| AS THE EARTH TURNS, by Gladys Hasty Carroll. <i>Macmillan, \$2.50.</i> | Easily outdistanced all fiction in May sales. |
| ZEST, by Charles G. Norris. <i>Doubleday, Doran, \$2.</i> | Leading on McClurg's and the Brentano stores' latest lists. |
| GRAND CANARY, by A. J. Cronin. <i>Little, Brown, \$2.50.</i> | Second printing. Sold next to the Carroll book at the New York and Washington stores reporting to the <i>Times</i> . |
| THEY BROUGHT THEIR WOMEN, by Edna Ferber. <i>Doubleday, Doran, \$2.50.</i> | Selling exceptionally well for a book of short stories. |
| THE STORE, by T. S. Stribling. <i>Doubleday, Doran, \$2.50.</i> | In the lead at Atlanta stores, third on McClurg's list. The Pulitzer Prize <i>does</i> affect sales. |
| THE HOUSE OF EXILE, by Nora Waln. <i>Little, Brown, \$3.</i> | Seventh printing. Leading in New York and Washington stores for the week, and first on Baker & Taylor's latest best seller list of non-fiction. |
| MARIE ANTOINETTE, by Stefan Zweig. <i>Viking Press, \$3.50.</i> | A best seller in New York, Washington and St. Louis. |
| BRITISH AGENT, by R. H. Bruce Lockhart. <i>Putnam, \$2.75.</i> | 67th thousand. The leader in St. Louis and third in New York and Boston for the week. |
| LIFE BEGINS AT FORTY, by Walter B. Pitkin. <i>Whittlesey House, \$1.50.</i> | Its sales curve is still sharply up. <i>The</i> non-fiction seller in Chicago and the middle west. |
| ALWAYS A GRAND DUKE, by Grand Duke Alexander. <i>Farrar & Rinehart, \$3.</i> | Second printing. The best seller last week at six Boston stores, five in Philadelphia, and at all the Brentano stores. |

Other Bookstore Favorites

- | | |
|---|--|
| WHITE COLLAR GIRL, by Faith Baldwin. <i>Farrar & Rinehart, \$2.</i> | Second on Baker & Taylor's list and sixth on McClurg's. |
| LONG LOST FATHER, by G. B. Stern. <i>Knopf, \$2.</i> | A Brentano and Baker & Taylor best seller. |
| GREEN DOORS, by Ethel C. Eliot. <i>Little, Brown, \$2.</i> | New Orleans' fiction best seller last week. Several stores, especially southern ones, have been reporting it to us ever since publication. |
| THE AMERICAN GUN MYSTERY, by Ellery Queen. <i>Stokes, \$2.</i> | Third printing, and doing very nicely too. |
| THE STALKING HORSE, by Rafael Sabatini. <i>Houghton Mifflin, \$2.</i> | This seems to be a good season for detective and adventure stories. |
| TSCHIFFELY'S RIDE. <i>Simon & Schuster, \$3.</i> | After a slow start it seems to be picking up. Second in non-fiction at Philadelphia and San Francisco stores last week. |
| THE INDUSTRIAL DISCIPLINE, by Rexford G. Tugwell. <i>Columbia University Press, \$2.50.</i> | Second printing. Selling in the middle west now after a fine start in the East. |
| THE NEW BACKGROUND OF SCIENCE, by Sir James Jeans. <i>Macmillan, \$2.50.</i> | Six San Francisco stores list it as their best seller of the past week. |
| GROVER CLEVELAND, by Allan Nevins. <i>Dodd, Mead, \$5.</i> | Another Prize comeback. |
| LOOKING BACK, by Norman Douglas. <i>Harcourt, Brace, \$3.50.</i> | The Sather Gate Book Shop, Stokes & Stockell, Doubleday, Doran in St. Louis and the Beacon Book Shop have all reported it a May best seller. |

P. W. Market News

Notice to Control Card Users

DESTROY THE FOLLOWING Little, Brown cards: "The Public's Money" by N. R. Danielian, publication date Oct. 6th; "The Strange Life of Lady Blessington" by Michael Sadleir, publication date Oct. 6th; "The Two Franklins" by Bernard Fay, Sept. 8th; "John Adams" by Gilbert Chinard, Sept. 8th. New cards on these books will be mailed shortly.

"Spenders All" by Ernest Greenwood (John Day), scheduled for publication Apr. 6th, has been postponed until Fall.

"The Flutter of an Eyelid" by Myron Brinig (Farrar & Rinehart), scheduled for May 15th, has been postponed until Sept. 11th.

"The Pure and Impure" by Colette (Farrar & Rinehart), originally scheduled for Apr. 6th and then postponed indefinitely, will now be published on Aug. 3rd. The price has been changed from \$2.50 to \$2.

Correction

IN THE May 20th issue of the *Publishers' Weekly* the price quoted for "Man and Metals" by T. A. Rickard, in the list of Forty Notable Books of 1932, is \$3.00. This is incorrect. The price of this set of two volumes is \$10.00.

Date Change

THE PUBLICATION DATE of "The Investor Pays," by Max Lowenthal, has been changed from June 16th to June 2nd.

Business Notes

BALTIMORE—On account of the impossibility of meeting notes shortly to mature, a trustee has been appointed for Norman, Remington & Co. of Baltimore in the interest of the creditors and with the consent of Stanley G. Remington, owner of the business, the largest bookstore in Maryland. The assets at present valuation are estimated at \$75,000 and the liabilities at \$86,000. The notes payable have been reduced from \$47,000 to \$28,000. The store

has a fine location on the leading street of Baltimore; but that city has been one of the hardest hit by the depression and has not supported Mr. Remington's efforts since he bought out his partner, William Norman.

BRYN MAWR, PA.—Margaret M. Barrington has resigned as manager from the Bryn Mawr Co-operative Society at Bryn Mawr College. The bookshop will be run in the future by a group of college students under a director.

CHARLEVOIX, MICH.—J. Lesser Goldman will operate a summer bookshop here from July 1st to September 1st. He requests publishers to send him their catalogs at his home at Oak Knoll, St. Louis, Mo.

NEW YORK CITY—The firm of International Booksellers, Inc., formerly at 17 East 45th Street, has been reorganized and will be known as Foreign and International Book Company, Inc., with offices in the Bowery Savings Bank Building at 110 East 42nd Street. The new company will handle the purchase and sale of current and out-of-print books, pamphlets, maps and prints relating to Latin America, and will purchase for export, on order, current American books. Edward W. Ames is director, and V. B. Kaylor, president.

NEW YORK CITY—The firm of Isaac Pitman & Sons, at 2 West 45th Street, will be known as the Pitman Publishing Corporation after June 1st.

SCHENECTADY, N. Y.—Fischer's Gift & Book Shop, formerly The Morris Gift Shop, at 627 State Street, has added a department of books for sale and a circulating library.

Changes in Price

DODD, MEAD AND COMPANY

"Grover Cleveland: A Study in Courage," by Allan Nevins, has been reduced from \$5.00 to \$3.50.

HARPER & BROTHERS

"Accounting for Executive Control" (Business Book Edition) will be \$4.00 after June 1st.

"Petroleum in the United States and Possessions" will be \$6.00 after June 1st.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science

- Alexander, Irene** **Fi**
 Villa Caprice. 299p. D (Copyright fiction) [c. '32] N. Y., Burt 75 c.
- Appleby, Mrs. Rosalee Mills** **Re**
 The queenly quest. 160p. D [c. '33] Phil., Judson Press lea. cl., \$1
 Inspirational messages for young girls.
- Arkell, W. J.** **Sc**
 The Jurassic system in Great Britain. 693p. (bibl.) il. O '33 N. Y., Oxford \$7.75
- Bain, Harry Foster**
 Ores and industry in the Far East; the influence of key mineral resources on the development of Oriental civilization; with a chapter on petroleum by W. B. Heroy; rev. and enl. ed. 304p. (6p. bibl.) maps, diagrs. O [c. '33] N. Y., Council on Foreign Relations \$3
- Baker, Rannie B. and Goddard, Mabel**
 English fundamentals; 2nd ed. 382p. (bibls.) il., diagrs. D (Basal English ser., b'k 1) [c. '33] Phil., Lippincott \$1.32
- Barnes, Ernest William** **Sc**
 Scientific theory and religion; the world described by science and its spiritual interpretation. 709p. (bibl. footnotes) diagrs. O (Gifford lectures) c. N. Y., Macmillan \$4
- Baum, Vicki [Frau Richard Lert]** *** Fi**
 And life goes on; tr. [from the German] by Margaret Goldsmith. 320p. D (Popular copyrights) [c. '31] N. Y., Grosset 75 c.
- Bennett, Arnold** **Bi**
 The journal of Arnold Bennett, 1921-1928. 327p. il. (pors.) O c. N. Y., Viking \$3; 1-v. ed., \$5
 The third and final volume of the famous English author's journal.
- Berenson, Mary** **Tr**
 A modern pilgrimage. 367p. (bibl. notes) front., map O c. N. Y., Appleton \$3
 A record of a two months' trip in Palestine and Syria.
- Bloom, Ursula [Mrs. Charles Gower Robinson]** **Fi**
 Better to marry. 288p. D ['33] N. Y., Dutton \$2
 A story of the simultaneous love affairs of a mother and daughter told against a background of changing English morality before and after the war.
- Book-prices current:** v. 46; ed. by F. Partridge. 894p. O ['33] [N. Y., R. R. Bowker Co.] \$12.50
 A record of the prices at which books have been sold at auction in England from October, 1931, to August, 1932.
- Borton, Elizabeth** **Fi**
 Pollyanna in Hollywood. 341p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.
- Brant, Neil** **Fi**
 Fountain boy. 280p. D [c. '33] N. Y., Vanguard \$2
 A story of four successive April nights in New York and the part love played in the lives of five sophisticated persons.
- Capek, Karel** *** Tr**
 Letters from Holland; tr. from the Czech by Paul Selver. 104p. il. D [c. '33] N. Y., Putnam \$1.50
 Informal travel impressions of Holland.
- Carossa, Hans** *** Fi**
 Doctor Gion; a novel [tr. from the German by Agnes Neill Scott]. 319p. D [n.d.] N. Y., Robert O. Ballou bds., \$2
 The story of an idealistic young physician whose sympathy and interest in his patients, Cynthia and Emerence especially, make an independent life for himself an impossibility.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Cervantes Saavedra, Miguel de** ★ Fi
Don Quixote; tr. from the Spanish. 811p. D
(Burt's mammoth ser.) [n.d.] N. Y., Burt \$1
- Collodon, Augustus C.** Bi
Congo Jake; the story of an adventurous life;
introd. by Edwin C. Hill. 287p. O [c. '33]
[N. Y., Claude Kendall] \$3
An account of the author's adventurous and extraor-
dinary career in Africa as a hunter and trader.
- Crawford, Finla Goff**
Readings in American government; rev. ed. 781p.
(bibl. footnotes) diags. O '33, c. '27, '33 N. Y.,
F. S. Crofts \$3
- Crothers, Rachel** Dr
He and she; a play in three acts. 126p. diags.
S (Baker's professional plays) [c. '33] Bost., W. H.
Baker pap., 75 c.
- Dewey, John**
How we think; a restatement of the relation of
reflective thinking to the educative process [new
ed.]. 311p. (bibl. footnotes) D c. Bost., Heath
\$2
- Dillavou, Essel Ray**
Business and law. 509p. il. O c. N. Y., McGraw-
Hill \$1.40
A textbook for high schools and commercial colleges.
- Dodd, Catherine Isabel** Fi
Eagle-feather. 313p. il. D '33 N. Y., Apple-
ton \$2.50
A romance based upon the lives of Shelley and the
people in his circle—the Godwins, Byron, Hunt, and
others.
- Dodge, Mary Mapes** Ju
Hans Brinker. 304p. front (col.) D (Famous
b'ks for young Americans) '33 N. Y., Burt 50 c.
- Dutton, Charles Judson** Fi
Poison unknown; a detective story. 299p. D
(Copyright fiction) [c. '32] N. Y. [Burt] 75 c.
- Eells, Hastings** Hi
Europe since 1500. 632p. (bibls.) maps O [c.
'33] N. Y., Holt \$2.90
A history of modern Europe by a professor of his-
tory in Ohio Wesleyan University.
- Fairfax, Virginia** Ju
The secret of Camp Pioneer. 252p. front. D
(Girl Scouts mystery ser.) [c. '33] N. Y., Burt
50 c.
- Fairlie, Gerard** Fi
Shot in the dark. 309p. D (Copyright fiction)
[c. '32] N. Y., Burt 75 c.
- Fallada, Hans** ★ Fi
Little man, what now? [tr. from the German by
Eric Sutton]. 408p. il. D c. N. Y., Simon &
Schuster \$2.50
The story of a young German couple's experiences
when the husband, Johannes, loses his job and joins
the ranks of the unemployed with a wife and small
baby dependent on him.
- Ferris, James Cody** Ju
The X Bar X boys at Copperhead Gulch. 222p.
front. D (X Bar X boys b'ks) [c. '33] N. Y.,
Grosset 50 c.
- First forms of art; v. 1 [nature].** 40p. il. Ar
F '33 Phil., H. C. Perleberg \$12, portfolio;
set of 40 slides, \$20
- First forms of art; v. 2 [crystals].** 20p. il. Ar
F '33 Phil., H. C. Perleberg \$7
- Fletcher, Joseph Smith** Fi
The murder at Wrides Park. 251p. D (Popular
copyrights) [c. '31] N. Y. [Grosset] 75 c.
- Fleurs anciennes [fabrics].** 20p. il. F Ar
'33 Phil., H. C. Perleberg \$7, portfolio
- Flowers in masquerade.** 24p. il. F '33 Ar
Phil., H. C. Perleberg \$7, portfolio
- Foster, James** Ju
Lost in the wilds of Brazil. 243p. (bibl.) front.
D (Exploration ser.) [c. '33] N. Y., Burt 50 c.
- Fuller, Anne and Allen, Marcus** Fi
Blood on the Common. 253p. D (Dutton clue
mystery) [c. '33] [N. Y.], Dutton \$2
Many of the villagers were drawn into the mystery
surrounding the finding of the murdered body of a
stranger on the Common of the New England town.
- Cain, Noble and others, eds.**
The red book of program songs and choruses. 256p.
O [c. '33] Chic., Hall & McCreary Co. 80c.; pap., 35c.
- Cameron, A. T. and Gilmour, C. R., M.D.**
The biochemistry of medicine. 516p. il. O (Wm.
Wood pub'n) '33 Balt., Williams & Wilkins \$7.25
- Campbell, Harry, M.D.**
Aids to pathology; 6th ed. 260p. il. (Wm. Wood
pub'n) '33 Balt., Williams & Wilkins \$1.80
- Case for China (The); a summary of recent events
in Manchuria.** 34p. (bibl. footnotes) D c. [N. Y.]
Amer. Committee for Justice to China, R'm 1105,
112 E. 19th St. pap., 10c.
- Childs, Rev. Gordon Ernest**
A parson's thoughts on pain. 72p. S '33 Milwaukee,
Morehouse pap., 50c.
- Daynes, H. A.**
Gas analysis by measurement of thermal conductivity.
365p. (bibl. footnotes) il., diags. O '33 [N. Y.,
Macmillan] \$4.25
- Fanz, Louis**
Bookkeeping workbook. 64p. Q '33 N. Y., Globe
B'k pap., 40c.
- Fuchs, Ernst**
Diseases of the eye; tr. from the German by E. V.
L. Brown; 10th ed. 641p. il. (pt. col.) O [c. '33]
Phil., Lippincott \$7
- [American Public Health Ass'n and American Water
Works Ass'n]**
Standard methods for the examination of water and
sewage; 7th ed. 201p. (bibls.) O '33, c. '17-'33 N. Y.,
Amer. Public Health Ass'n \$2
- Bauer, Charles Francis**
The Latin perfect endings -ere and -erunt. 79p.
(bibl.) O (Linguistic dissertations no. 13) '33 Phil.,
Linguistic Soc of Amer. pap., apply
- Bell, Ola Walter**
The Dewendorf family [genealogy]. 125p. (bibl.)
il. O '33 St. Johnsville, N. Y., Enterprise-News \$5
- Belling, John**
Critical notes on C. D. Darlington's "Recent Ad-
vances in Cytology"; with reply by C. D. Darlington.
34p. (3p. bibl.) O (Univ. of Cal. pub'ns in botany,
v. 17, no. 5) '33 Berkeley, Cal., Univ. of Cal. Press
pap., 25c.
- [Bennett, M. K. and Farnsworth, Helen C.]**
Survey of the wheat situation, December, 1932 to
April, 1933. 29p. Q (Wheat studies, v. 9, no. 8) c.
Stanford Univ., Cal., Food Research Inst. pap., 50c.
- Bickham, Warren Stone, M.D. and Smyth, Calvin
Mason, jr., M.D.**
Operative surgery; v. 7. 849p. il. '33 Phil., Saun-
ders \$10
- Bourne, Aleck W.**
Synopsis of obstetrics and gynecology; new 5th ed.
448p. il. D (Wm. Wood pub'n) '33 Balt., Williams
& Wilkins \$5.25

Garis, Howard Roger

Rocket riders across the ice, or, Racing against time. 251p. front. D (Rocket riders ser.) [c. '33] N. Y., Burt 50 c.

Garis, Roger

The outboard boys at Mystery Island, or, Solving the secret of Hidden Cove. 248p. front. D (Outboard motor boat ser.) [c. '33] N. Y., Burt 50 c.

The outboard boys at Pirate Beach, or, Solving the secret of the houseboat. 247p. front. D (Outboard motor boat ser.) [c. '33] N. Y., Burt 50 c.

Gilliland, A. R.

Genetic psychology. 364p. il. D (Psych. ser.) '33 N. Y., Ronald Press \$3.25

Gillis, Adolph

Ludwig Lewisohn, the artist and his message. 110p. D [c. '33] N. Y., Duffield & Green \$1.50
A brief biographical study of the Jewish writer who is well known for his long struggle in behalf of racial tolerance.

Gluck, Sinclair

The wildcat. 308p. D (Copyright fiction) [c. '32] N. Y., Burt 75 c.

Gray, Westmoreland

Danger range. 318p. D [c. '33] Ind., Bobbs-Merrill \$2
Rolling Stone, cattle detective, succeeded in rounding up the rustlers who were stealing from the ranges surrounding the Lazy S Ranch.

Grey, George

Ten days; a crisis in American history. 62p. D [c. '33] N. Y., Duffield & Green pap., 50 c.
An enthusiastic appraisal of the first ten days of the Roosevelt Administration, of the President's policy of action, his handling of the bank crisis and his initial assault on world opinion.

Grimm, Jakob Ludwig Karl and Grimm, W. K.

Grimm's fairy tales. 327p. front. (col.) D (Famous b'ks for young Americans) '33 N. Y., Burt 50 c.

Hall, Jennie

Four old Greeks: Achilles, Herakles, Dionysos, Alkestis; rev. ed. [reader]. 228p. il. S [c. '33] Chic., Rand, McNally 60 c.

Hill, Frank Ernest

What is American? 227p. (6p. bibl.) D [c. '33] N. Y., John Day \$2
An analysis of our national individuality, of the "Americanness" of America, in terms of our future as well as our past.

Goldberg, Benjamin

Procedures in tuberculosis control, for the dispensary, home and sanatorium. 373p. (bibl.) il., diagrs. O '33 Phil., F. A. Davis \$4

Greer, Howard C.

Customer turnover experience of meat packing companies. 41p. O (Studies in business administration, v. 3, no. 3) [c. '33] Chic., Univ. of Chic. Press pap., 50c.

Heerboth, L. A.

The millennium and the Bible. 39p. T '33 St. Louis, Concordia Pub. House pap., 6c.

Hubbard, Rev. Harold E.

In the light of the Cross; addresses for the three hours' service. 45p. S '33 Milwaukee, Morehouse pap., 50c.

Hiller, Ernest Theodore

Principles of sociology. 680p. (bibl., bibl. footnotes) O (Harper's social science ser.) c. N. Y., Harper \$3.50

A textbook for an introductory course in sociology by an associate professor of sociology in the University of Illinois.

Hoagland, Henry Elmer

Corporation finance. 482p. (bibl.) O c. N. Y., McGraw-Hill \$3.50

An introductory study of the principles of corporation finance which underlie successful business management and successful investment.

Hope, Laura Lee

The outdoor girls in Desert Valley, or, Strange happenings in a cowboy camp. 212p. il. D (Outdoor girls ser.) [c. '33] N. Y., Grosset 50 c.

Horter, E.

Technique of pencil drawing. 18p. il. F '33 Phil., H. C. Perleberg \$6, portfolio

Ibsen, Henrik

Peer Gynt; tr. [from the Norwegian] by Gottfried Hult. 269p. (bibl. notes) D [c. '33] N. Y., Putnam \$2.50

A new English translation which retains the verse forms and rhyme schemes of the original Norwegian version.

Ivy (Gregory D.); twelve lithographs; abstract compositions with explanatory introd. and notes. (American Instructors in art, 1st monograph) '33 Phil., H. C. Perleberg \$4.50

Jacobs, Charles Michael

Helps on the road. 197p. T [c. '33] Phil., United Lutheran Pub'n House \$1

Jacobs, T. C. H.

The Kestrel House mystery. 313p. D ['33] N. Y., Macaulay \$2

What horrible experiments were Dr. Moineau and his followers engaged in in Kestrel House in the lonely Dartmoor region of England?

Jenkins, William Fitzgerald [Murray Leinster, pseud.]

The Gambler's Kid. 288p. D [c. '33] N. Y., King \$2

A western tale in which the Gambler's Kid, a stranger in town, helps to put an end to the holdups, kidnapping and murder that had terrorized the town.

Johnson, Maurice C.

Damning trifles. 304p. D (Popular copyrights) [c. '32] N. Y. [Grosset] 75 c.

Keeler, Harry Stephen

The Matilda Hunter murder. 750p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.

J. N., Mrs.

How we are born. 112p. D '33 Bost., Bruce Humphries pap., \$1

James, R. Rutson

Studies in the history of ophthalmology in England prior to the year 1800. 265p. (bibl., bibl. footnotes) il., diagrs. O '33 [N. Y., Macmillan] \$4

Jarcho, Julius, M.D.

The pelvis in obstetrics; a practical manual of pelvimetry and cephalometry including chapters on Roentgenological measurement. 381p. (bibl.) il., diagr. O '33 N. Y., P. B. Hoeber \$6

Jones, Perrie, comp.

Twenty-five hundred books for the prison library. 72p. O c. Minneapolis, Harrison & Smith Co. pap., 25c.; gratis to prisons

- Kern, John Hewins and Shupper, Mrs. Frances**
Miracles of Morpheus. 45p. O [c. '33] Lawrence, L. I., Golden Galleon Press bds., \$1
Sleep suggestion as a cure for various ailments.
- Kies, Paul P. and others**
A writer's manual and workbook. various p. O c. N. Y., F. S. Crofts \$1.25
A combined review grammar, concise rhetoric, handbook of revision and exercise pad for freshman courses in college composition.
- King, Herbert Field** Bu
Practical advertising; its principles and its functions in the sales plan. 406p. diags. O [c. '33] N. Y., Appleton lea. cl., \$2.50
- Koch, G. Adolf** Re
Republican religion; the American Revolution and the cult of reason. 350p. (29p. bibl.) front. O (Studies in religion and culture: American religion ser. 7) [c. '33] N. Y., Holt \$3
A history of the religious exaltation at the time of Jefferson and its subsequent collapse.
- Koischwitz, Otto**
Bilderlesebuch. 132p. il., maps, diags. D [c. '33] N. Y., F. S. Crofts \$1
A reader for beginning classes in German.
- Kyrk, Hazel** Ec
Economic problems of the family. 520p. (bibls.) O '33, c. '29, '33 N. Y., Harper \$3.50
An analysis of the economic problems of the American home based on recent research data and the latest population and family statistics. The author is an associate professor of home economics and economics in the University of Chicago.
- Larson, Jens Fredrick and Palmer, Archie MacInnes**
Architectural planning of the American college. 181p. (2p. bibl. note) il., diags. Q c. N. Y., McGraw-Hill \$2
An account of recent developments in college architecture with special reference to the liberal arts college. It represents the result of practical experience, the outgrowth of an architectural advisory service which the Association of American Colleges has been conducting for several years.
- Lasley, John Wayne, jr. and Browne, Edward Tankard**
Introductory mathematics. 439p. O '33 N. Y., McGraw-Hill \$2.75
- Levy, Newman [Flaccus, pseud.]** Po
Opera guyed [cheaper ed.]. 86p. il. O '33, c. '23 N. Y., Knopf \$1
- Light, Ruth** Ar
Moods in flowers. 24p. il. (pt. col.) F '33 Phil., H. C. Perleberg \$9.50, portfolio
- Lippincott, Isaac** Ec
Economic development of the United States; 3rd ed. 756p. (bibls.) maps, diags. O [c. '21-'33] N. Y., Appleton \$4
- Lipscomb, David** Re
A commentary on the New Testament Epistles; ed. by J. W. Shepherd; v. 1. 285p. O '33 Nashville, Gospel Advocate Co. \$2
- Loti, Pierre, pseud. [Julien Viaud]**
Pêcheur d'Islande; ed. by Colman Dudley Frank. 234p. (bibls.) il. S (Collection Doubleday-Doran) [c. '33] Garden City, N. Y., Doubleday 80 c.
- Lowenthal, Max** Ec
The investor pays. 415p. O c. N. Y., Knopf \$2.50
An explanation for the investor of what happens during a receivership and reorganization, illustrated by the case of the Chicago, Milwaukee and St. Paul Railroad.
- Lowrey, Edward** Fi
Personality boy. 346p. D [c. '33] N. Y., King \$2
The story of Larry Graham, a male gold-digger, whose personality brought him success on Broadway and Park Avenue, and later in Paris.
- Lund, Frederick H.**
Psychology; an empirical study of behavior. 491p. il. D (Psych. ser.) '33 N. Y., Ronald Press \$3
- McCulley, Johnston** Fi
The flaming stallion. 255p. D (Popular copy-rights) [c. '32] N. Y., Grosset 75 c.
- McMullen, J. A.**
Simplified aerial navigation by dead reckoning. 110p. il., diags. (pt. col.) D '33 Phil., Lippincott \$2
- Magee, James Dysart** Ec
An introduction to money and credit; rev. ed. 510p. (bibls.) diags. O '33, c. '26, '33 N. Y., F. S. Crofts \$3.50
- Masters, Edgar Lee** Po
The serpent in the wilderness [lim. numbered, signed ed.]. 91p. Q [c. '33] N. Y., Sheldon Dick, 33 W. 42nd St. bds., \$8.50; \$12.50, bxd.
Six new poems, five of which have never before been published.
- Miguella** Po
Perfect silence, and other poems. 80p. D c. Bost., Meador \$1
- Miln, Mrs. Louise Jordan** Fi
The vintage of Yon Yee. 360p. D (Copyright fiction) [c. '31] N. Y., Burt 75 c.
- Montgomery, John Harold**
Christian parenthood in a changing world. 96p. (bibls.) S [c. '33] N. Y., Methodist B'k 50 c.
A guide for parents in regard to their own personality development.
- Murphy, Gardner**
General psychology. 667p. (bibls.) il. (pt. col.), diags. (pt. col.) O c. N. Y., Harper \$2.75
A textbook which places the subject matter of general psychology on the same scientific basis as the other experimental sciences and presents the student with many laboratory problems.
- Knaggs, H. Valentine**
Rheumatism and allied ailments. 55p. D '33 Bost., Bruce Humphries pap., \$1
- Lawrence, William F.**
What happens to patients discharged from tuberculosis sanatoria. 28p. O (Social research ser., no. 3) [c. '33] N. Y., Nat'l Tuberculosis Ass'n pap., 25c.
- Leventhal, Murray J.**
Self-teaching algebra problems. 112p. D '33 N. Y., Globe B'k pap., 28c.
- Llewellyn, Karl N. and others**
How the law functions. 13p. O (Law ser. 1, lecture no. 12) '33 [Chic.] Univ. of Chic. Press pap., 15c.
- Matsuoka, Yosuke**
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A MONTHLY DEPARTMENT

Bookmaking Committee Reports

*Clinic Committee Makes Important Suggestions
 for Standard Practice*

IN MAKING RECOMMENDATIONS for standardization of practice in book manufacture, we have made mention of those practices which seem to us to need improvement for the benefit of both manufacturer and publisher. We believe that the more standardized manufacturing practices become, the more economies will be possible. Our recommendations may seem at first glance to be more concerned with reform than with standardization but the practices which we recommend are all being observed in some quarters of the industry, and if observation could become general we should indeed have brought about a considerable degree of standardization of practice.

What we have recommended is not entirely Utopian, nor is it intended to substitute for a code of Trade Customs. The Committee is composed of three representatives of printers and binders, three of publishers, three of material suppliers, and one independent designer who is interested in all three groups. We haven't favored one side at the expense of another.

This report will not satisfy everybody—

perhaps it will satisfy nobody. There are matters which we have not mentioned because they directly concern prices; others because they are rather in the province of established Trade bodies such as the National Association of Book Publishers or the Employing Binders Association; others because there is already a pretty general agreement in the acceptance of them. We could not possibly cover every phase of book manufacture without writing a book, and even the report we are submitting may seem over-long. We therefore picked upon only those matters which seem to us to need improvement, and we sincerely hope they will appear to you sufficiently sound and sensible to deserve your adoption and observance.

We are still working on the problem of standardizing materials—chiefly paper, cloth, and binding board—and will render a report on that problem at a later date.

Book Composition

1. The most troublesome problem connected with book composition is the proper

editing of copy for the printer. All printers complain that the copy comes to them in such shape that they cannot set it without taking a considerable chance of misunderstanding between themselves and their customers, whether they set the copy exactly as it comes to them, or whether they attempt to edit it themselves and later find that what they think is right does not meet with the approval of the customer.

There is only one safe method of treating this question, namely for the customer to hold the printer responsible only for "following his copy," and that the copy should be made so clear that there is no chance of the printer's not being able to decipher the copy properly. This means that the customer should either (a) prepare the copy for the printer so that the printer is safe in following his copy literally; or (b) authorize the printer to edit the copy for the compositor in accord with some clear understanding between them. This preparation ought to be subject to an agreed-upon charge to the customer. Emphatically, copy should be prepared as outlined above and the printer should be relieved of this very troublesome and sometimes expensive burden that is at present laid upon him.

2. The essential specifications for setting the book should be given by the customer to the printer—or if made up by the printer at the customer's request, the printer, to safeguard himself, should give to his customer a copy of the instructions which he makes up for the composing room, in order that the customer can immediately notify him of any changes that he wants made, or thereafter hold his peace. The customer should make sure that markings on the manuscript do not conflict with his specifications.

3. Carbon copies of manuscripts should not be used for compositor's "copy." Carbons are often partially or wholly illegible and are likely to smear in handling. These circumstances lay on the printer an unnecessary risk and often subject him to unjust criticism from his customer.

4. Attention is called to the fact that giving the copy to the printer in separate batches may cause trouble by the fact that when slug-casting machines are set up again for a job there are some mechanical reasons why the slugs may not match exactly in measure or leading; also, that the same compositor may not handle succeeding batches of copy

and therefore the same typographical plan and spacing may not be followed as when the first batch of copy was set.

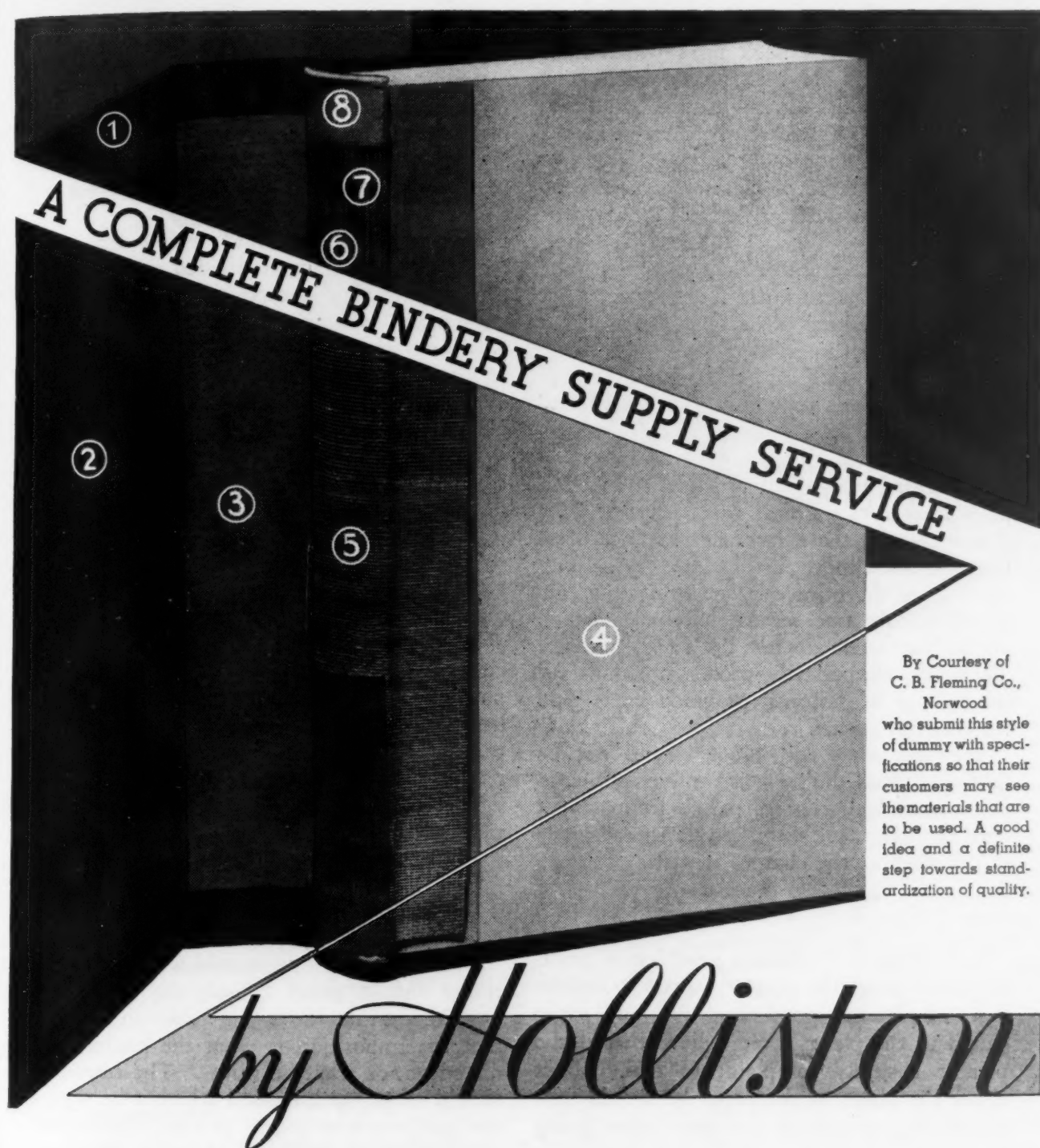
5. The pages of a manuscript should be numbered straight through from beginning to end without repetition or skips of numbers; also, the last page of manuscript should be indicated; and the printer should be advised, if possible, what copy is to come.

6. If a book is to be illustrated by cuts which appear in the text, where possible, the captions and cuts should be indicated on the original manuscript so that the captions can be set up and both shown in the type when the book is first proofed. Cuts should not be "run around" until the paging is reached.

7. In laying out composition the suggestion is made that the customer use, so far as possible, the display types and decorative materials shown in the printer's specimen book. Other items of display material which would not likely be used by the printer's customers in general should be ordered only with the expectation that the customer would bear part or all of the cost. Such items as any first-class book printer might be expected to have and to use frequently can be expected to be furnished by the printer, but some odd decorative material which no other customer would be likely to use and which the customer requesting it might use only once, should not be expected of the printer. But the printer ought to keep up to date the specimen sheets of his display and decorative material.

8. In the case of machine-set books, if copy for pages of front matter is not furnished and set up when the main part of the copy is being set, they should be charged extra—e.g., if a preface which is set in text type is furnished after the text of the book is off the machines and if it is set separately, it should be charged at front matter rates, not at text rates.

9. The printers find that sometimes proofs of books are not returned to be completed and charged until a very long time after the book is set. This means that the printer has to bear a heavy burden of investment of money in weekly wages in the work. This Committee feels that where proofs are held out an undue length of time, the printer should be allowed and expected to render a charge on account of the composition which will at least relieve him from tying up his capital unduly long.



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10. Book composition houses ought to make available new book faces which have real merit, and old type faces which have ceased to be called for might well be retired. But in order to take care of plate corrections in books set in these old faces at least one set of matrices ought to be retained in a locality for possible use and the rest scrapped or sold off.

11. This Committee suggests that the printers do not furnish, free, services not uniformly used by their customers. That means that such items as designing the book as a whole, advance estimating of number of pages or number of words, the mechanical preparation of manuscripts, laying out of illustrations and scaling originals for reproduction, making many sample pages, should not be a free service unless practically all their customers use these free services, not occasionally, but almost all the time. A helping hand from the printer is one thing, but giving definitely free service habitually which all his customers do not ask for is another. These are all perfectly proper functions for the printer to perform, provided he is paid for them as such.

12. Foul copy and proof should not be destroyed until the book is completely manufactured and all charges passed for payment and all chance for dispute over the accuracy of the work or the charges is past.

Book Presswork

1. In order to produce a good job of printing from plates the printer expects to receive a set of plates in good condition, and paper suited to the plates. We believe that if the printer has any complaint to make about either the plates or the paper he should take the matter up with his customer before going to press.

2. We recommend that the customer notify his printer what imposition is wanted, or instruct him to consult the binder. The customer should decide (in consultation with the binder) whether the book is to sew in 16's or 32's.

3. The customer expects that when forms are printed from type, the printer will make a press check, or revise, in his proof room.

4. The printer should keep a form-count of delivery of finished sheets, and we believe that he should deliver a form-count to his customer as soon as the job is delivered to

the bindery, and thus avoid at a later date any argument about delivery.

5. The customer should specify in his press order what trimmed size he expects from the binder, and whether the edges are to be trimmed smooth, rough-cut, or left uncut. The normal expectation is that a trim at the head will be $\frac{1}{8}$ inch.

6. The customer should realize that the manufacturer's plant is divided into departments—normally composition and electrotyping, pressroom, and bindery. These departments are usually quite distinct one from another and instructions that pertain only to one department should not be given to another. This may seem elementary, but as the manufacturers do get instructions confused in this way we wish to point out the danger.

7. The printer would do well to ask the customer if he may not divide paper on a book when he would otherwise have left over a small useless remnant.

8. As there is often a considerable difference between the two sides of a sheet of paper, the felt side nearly always having the better surface and appearance, we urge that printers be careful to use the felt side when printing on only one side of the stock; and when running the front matter of a book, to print the title-page on the felt side.

Book-Binding

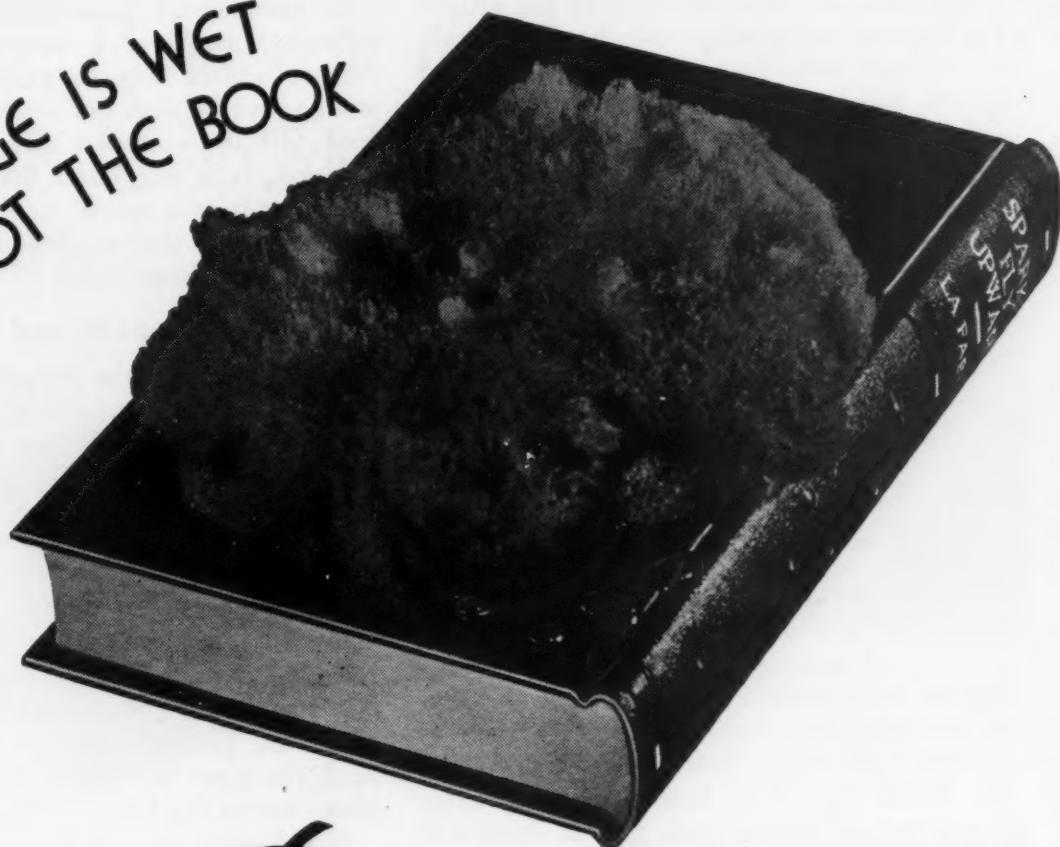
Imposition

This Committee recommends that the customer should either consult the binder, or have the printer do so, in order to be sure that the imposition is what the binder estimated on, or what he wants. The customer should make up his mind whether he wants the book sewn in 16's or 32's and discuss the matter with the binder if he needs advice on this subject, because the binder must take into account the weight (or thickness) of the paper and the size of the book. The imposition of a fractional form should be left to the printer's discretion, or he should find out what the binder wants.

Folding

We believe that a good commercial job of folding will not be out more than one non-pareil in the pages of any 16-page signature. The binder has a right to expect that the sheets will come to him from the printer properly imposed, registered, jogged, and slit.

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BUT NOT THE BOOK



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Roxite has a cloth texture surface and in appearance is just like standard book cloth. Roxite is *inner-sealed* against water, vermin, and ordinary spots and stains.



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The customer, who has to allow the printer a percentage of spoilage which will include an amount sufficient both for printer and binder, will recognize the fact that spoilage is determined (in part) by the number of binding orders that are taken out of any given lot of printed sheets; and we believe that on books which have no special complications which would cause spoilage (such as paper that is unduly thin or some paper which is quite out of the ordinary) deliveries of completed books may be expected on the following basis:

<i>For binding orders to deliver</i>	<i>Binder may use</i>
250 bound copies	275 sheets
500 bound copies	540 sheets
1000 to 2000 bound copies ...	1025 sheets per 1000
2001 to 5000 bound copies ...	1020 sheets per 1000
5001 to 10000 bound copies ...	1015 sheets per 1000
10000 up	1010 sheets per 1000

If the customer has any reason to expect that there will be a dispute later about the amount of spoilage, he should require his printer to furnish a form-count of the text of the book and also of oddments such as jackets, endleaves, illustrations, etc., which the binder should be asked to acknowledge on receipt of the material, so that there will be no chance for a dispute a long time after the transaction has taken place.

Endleaves and Collation

We are agreed that the grain should be the up-and-down way of the endleaf, parallel to the sewing edge. The stock used for endleaves should be considered with reference to its strength and its adhering qualities. The Employing Binders Association has already made tests of many commercial endleaf papers, and any customer planning to furnish endleaves to a binder should find out whether an endleaf is suitable or not by consulting his binder. We believe that the minimum strength of an endleaf should be 500 double folds with the grain.

We urge binders when folding endleaves to observe the difference between the felt side and wire side of the stock and so to fold the stock that the felt side comes on the inside of the fold, thus presenting the better side of the sheet to the reader's view.

Designers and production men are cautioned to beware of asking the binder to utilize any unused parts of a form of a book's own paper for endleaves, unless the book is printed on a quality of paper that would be suitable for endleaves. In any case, it would be prudent to consult the binder in each instance to see if the paper is suitable.

In commercial book-binding, the binder collates (examines) a certain proportion of the books after they are gathered and before sewing, but he does not examine every single book. If the customer requires any special collation, it is suggested that he should arrange for it as a special item, and he should then stipulate that it should be done after the sewing is completed.

Plating, Smashing and Trimming

We believe that the customer is at fault if he does not have a mark-off sheet furnished to the binder to enable him to cut apart the sheets of illustrations and give the margins that are wanted, and at the same time the binder is equally at fault if he does not demand it. Failing to get a mark-off sheet of cuts, the binder should take the precaution of marking off a sheet and sending it to the customer for approval before he cuts the plates apart. We also recommend that where plates are printed only on one side of the stock the paste be applied to the back of the plate, not to the front.

If the customer specifies a bulk which is to result in smashing, the binder should notify the customer if he cannot secure this result, rather than merely to proceed and do the best he can.

If the specifications for binding give an exact trimmed size the binder is expected to conform with the size exactly, or notify his customer before the trimming that it cannot be done. We hold that a variation of as much as a sixteenth of an inch is not conforming to specifications.

Some customers specify one-eighth inch trim from the head and we believe it is generally understood that the trim from the head, if not otherwise specified, should be one-eighth inch. But there is a tendency in some binderies not to trim exactly one-eighth inch from the head, and this may cause trouble with margins.

If more than one lot of paper has been used in printing the book, or if there are many pasted inserts on coated paper, one may expect disappointment with a stained edge and, in many such cases, staining should be omitted.

Lining, Rounding and Backing

The Committee believes that a good quality of flexible animal glue should be used, and a good quality of strong crash, which should

JUNE 3, 1933

1839

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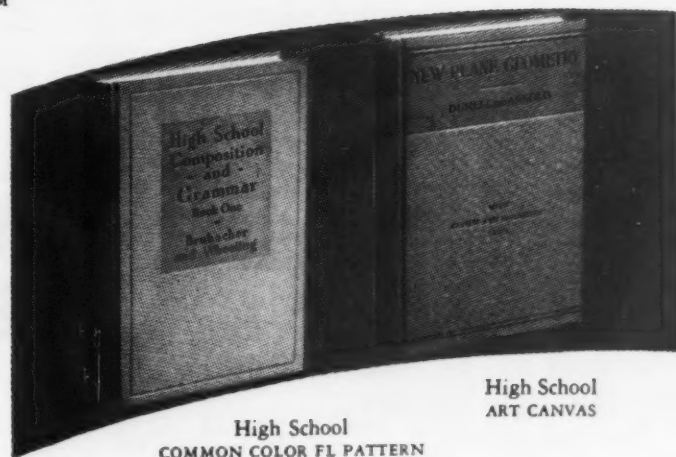


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come within one-half inch of the head and foot and should extend one inch over onto the board. Heavy-duty binding ought to be lined with a double crash or with a special crash.

We believe that some standard should be set up to determine what amount of round will be uniformly given to a book when the back is specified as round, half-round, quarter-round, or flat. At present a half-round book from one binder will look just like a full-round from another binder. We suggest that the binders themselves work out some such standard and furnish their customers with the result, so that when we order a specific amount of round we will know what to expect. This should also give us, for our own measurements, the amount which must be added to the bulk of a book for each different amount of rounding in the back, so that we can calculate the proper width of the spine for jackets and binding stamps. If a square or flat back is desired, the customer had better consult his binder and make sure that they both understand what is meant by these terms, as there are differences of opinion on this point.

Casing, Pressing and Stamping

It would seem to be superfluous for us to say that the binding cases should fit properly, but we see so many instances where the cases do not fit that we take this occasion to urge attention to this defect. It is expected that cases will be made to fit the book, not the book to fit the cases.

We call attention to the fact that some binders apply so much pressure in this operation that the threads of the cloth are broken by the bead of the board. This weakens the binding at the point which is the weakest spot anyway in the binding. This breaking is aggravated unless covers are made to fit perfectly. We recommend that the customer allow the binder to have the book in press for at least 12 hours and we also urge that delicate fabrics should have some protection when being built into the presses.

The binder should, for his own protection, submit a stamped cover to his customer and receive an O.K. before he stamps up the job. The designer is also advised to consider the adaptability of the stamping he specifies to the material which is used for the cover. We believe that we may reasonably expect covers to be properly cleaned off when foil is used,

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FACTORS IN TYPE SELECTION

NO. 3

STYLE

Some authors write in a crisp, matter-of-fact style that finds its best typographic expression in some such face as Bodoni or Scotch. Some manuscripts seem to flow along more smoothly in Caslon or Janson. Others display an elegance of form that shows to best advantage in Estienne or Baskerville.

Type does express moods, and manner, and style. A clever designer will put that expressiveness to work. Mergenthaler Linotype Company, Brooklyn, New York.

and that the cleaning be done in such a manner as not to scratch or mar the cloth.

Inspection

The binder's inspection of cased books is to include: freeing of endpapers, noting that the endleaves are not wrinkled; that the book is cased right-side-up, with even squares and free of paste or glue on edges of book or on the squares; cases neatly cleaned; staining of edges (if any) evenly applied; once fanning through the leaves; and noting that the book appears to be well bound in general.

For trade books $8\frac{1}{2}$ inches or less in height we believe that squares just under $\frac{1}{8}$ inch are the most satisfactory—to be exact, we might say $\frac{3}{32}$ inch is what we should like to aim at.

We recommend that the customer should specify the thickness of the board used in the book by *points* rather than by *number*, and should be careful to specify also whether he wishes "binder's board," chip board, or pasted chip board.

Other material such as cloth, foil, etc., is to be the identical material specified by the customer or in the estimate. But it is the duty of the binder to advise the customer if he has specified some material which in the binder's opinion is not suitable or will not give a satisfactory result. After such advice the customer assumes the responsibility for any imperfection that may result from not taking the binder's advice.

Billing

We believe that it would save friction and would not take any more time in the long

run if the binder, on receiving a binding order, would tell his customer what the binding price will be, so that if there is a difference from the quoted or expected price, it would be brought to attention and settled before the binding is performed. The binding price has to be figured out sometime by the binder anyway, and we feel that it is to his advantage as well as to the advantage of the customer to settle the matter at this point. The prompt billing of books after shipment is a help to the customer in keeping up his cost records and other paper work.

We urge that the binder be allowed time enough to do a good workmanlike job, but we realize that it is impossible to define the amount of time required for this, because it depends on the condition of the binder's plant at the time the order is ready to proceed. In general, however, we feel that a reasonable time on an ordinary book is six working days from the time the material is ready until the bound books are shipped.

Clinic Committee on Standardization:
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Arthur W. Rushmore, Harper & Bros.
George Stimson, A. A. Knopf, Inc.
Ernst Reichl, H. Wolff, Inc.
Sidney Satenstein, Stratford Press and American Book Bindery.
C. G. Williams, Vail-Ballou Press.
Caroline L. Lloyd, Binders Board Association.
E. W. Mendes, Interlaken Mills.
Quincy P. Emery, Paper House.
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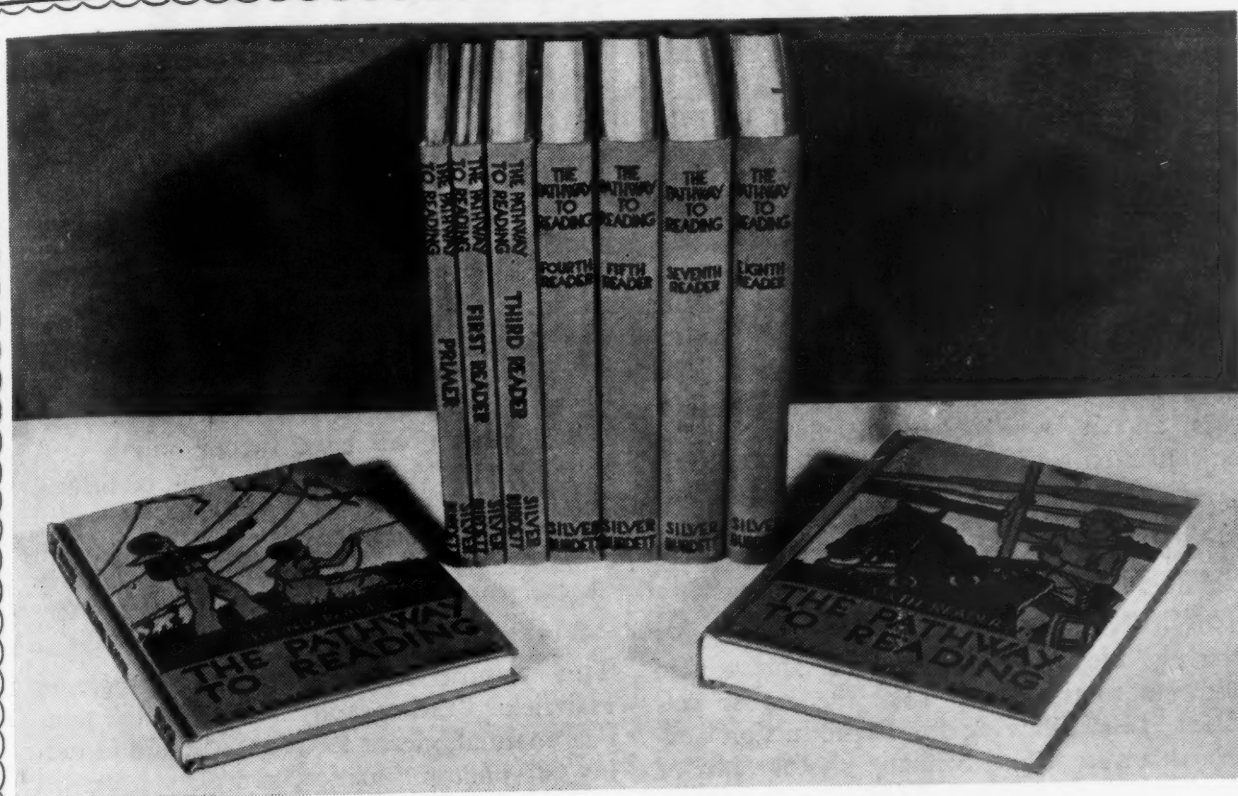
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Illustration

ONLY A FEW MONTHS AGO, in the issue of March 4th, this column dealt with a number of recent publications devoted to illustration, both technical and historical. The present review may be considered as a continuation, and it is suggested that both articles be consulted simultaneously.

LINE DRAWING FOR REPRODUCTION by *Ashley (Ashley Havinden)*. London, New York, The Studio, 1933. \$2.50.

This is Number Four in The Studio's successful "How to do it" series, and a fine addition to their list. Like the earlier volumes "Line Drawing for Reproduction" excels in unusual and brilliant photographs of the technical details. Moreover, it has a quality rarely found in books of this kind: It is not only complete and correct in its information and technically up to date, but it is also entirely satisfactory from the artistic point of view, a lively and sympathetic volume. The reader really feels in good company, which, it seems to me, means a great deal. Says the author: "Style cannot be stuck on, it is an integral part of the whole construction of the drawing from the first line. Like beauty, it is more than skin deep."

Here is a volume which has "style."

LITHOGRAPHY AS A FINE ART by *A. S. Hartrick*. Oxford University Press, 1932. \$2.50.

Not to write a textbook, but to point a way, was the author's aim in bringing out this volume, one of a series called "The Little Craft Books," edited by F. V. Burrage. The book wants to be considered not so much as a technical manual than as a guide to the appreciation of the art of lithography. This is accomplished quite successfully, and such chapter headings as Birth and Infancy, Fifty Years in the Fashion, Thirty Years in the Shadow and a Revival show the author's deep interest and insight in the matter. There are, of course, technical chapters as well, but their illustrations are a little crude and will not stand comparison with the "How to do it" series. Of the lithographs

in the back we like the selection of the older masterpieces. In the modern ones the British point of view has been carried out a little too consistently to give the reader a well-rounded picture of the art as it stands today. Also, the reproductions have turned out a little "cloudy," but this probably cannot be helped.

HANDBOOK OF LITHOGRAPHY by *David Cummings*. Third edition revised by *C. Parkinson*. London, A. C. Black, Ltd. New York, The Macmillan Co., 1932. \$4.00

This volume is the exact counterpart of Hartrick's "Lithography." Here is the practical manual, meant for the trade, and including all photomechanical processes based on and related to lithography. Not appreciation of the result through an understanding of the material is what this handbook aims at, but a thorough and complete information on the technical side. This is not a new publication. It was first brought out in 1905, and reprinted in 1919. The present edition was thoroughly revised and enlarged by C. Parkinson, Lecturer on Lithography in the Heriot-Watt College, Edinburgh. Thus the book belongs to the category of well received and steadily consumed standard publications which probably grow better as they grow older. It is also interesting to note that the production of the book is quite up to date. There is a very nice binding in a pleasant cloth and although the volume has many pages, a good many of them plates on coated paper, the result is not unduly heavy.

PRINTING: REPRODUCTIVE MEANS AND MATERIALS by *Charles C. Knights*. London, Butterworth and Co., 1932. 12s. 6d.

This, too, is published as part of a series, namely, "The Library of Advertising" No. 8. Here is a definite case where physical unattractiveness of a volume stands in the way of its success and where the reader who is responsive to sound and pleasing manufacturing is put off from the outset. It is hard in such cases to disassociate contents and form, and more often than not a careful in-

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vestigation will reveal that there is a connection. However, in justice to the author's efforts it must be said that the volume does cover a great many technical questions of reproductive printing and of straight typography as well.

GRAPHIC ARTS. A selection of articles from the new 14th edition of the Encyclopaedia Britannica. (Britannica Booklet No. 4.) New York, London, The Encyclopaedia Britannica. \$3.00.

Like everyone else the writer of this column is much interested in the new "Britannica Booklets," reprinted selections of related articles on a given general subject from all over the many volumes of the 14th edition of the Britannica. It was certainly an excellent idea to apply this new method to the field of graphic arts, because here was a chance to produce a really interesting book. Personally, I have approached this volume with great sympathy and I am sorry to admit that I am a little disappointed.

Such a volume ought of course not to be judged by the merits of its individual articles, because this would be too much like trying to criticize the whole of the "Britannica." But we can form an opinion by considering first what has been selected and secondly in what manner the individual articles have been assembled. The title "Graphic Arts" has been used, as can be gathered from the foreword, to include prints and drawings, and also some phases of book designing, but leaving out the more mechanical and industrial phases. It is "Graphic Arts" from the print collector's point of view, and drawings and prints are the main object of the volume. Thus, I find that, for instance, etching and engraving have been described merely as the old hand processes without a consideration of their application to modern photomechanical methods such as gravure, photo engraving and half tone engraving. However, in the case of lithography the modern photolithographic methods are included.

While not much can be said against such a deliberate limitation, the manner in which the material is presented is entirely unsatis-

factory. I was unable to discover any consistent way of arrangement. The articles are printed neither in alphabetical order nor arranged by sense. As a result it is very difficult to find information on a given question.

DIE NATURWISSENSCHAFTLICHE ABBILDUNG VOM ALTERTUM BIS ZUR GEGENWART. Ausstellung anlässlich der 92. Versammlung deutscher Naturforscher und Ärzte. Mainz on the Rhine, Stadtbibliothek and Gutenberg Museum, 1932.

This is the catalog of an exhibition of scientific illustration from ancient times to the present day. The edition was arranged and the catalog's foreword written by Dr. C. Nissen of the Mainz Public Library. It is a new venture in the history of illustration and the old and the new in botanical, zoological and anatomical book illustration have never before been combined and exhibited in so harmonious and competent a manner. The catalog's foreword contains much of interest for the student of book illustration. Moreover, this exhibition was planned as a deliberate attempt to demonstrate that art and science, when combined for the purpose of scientific illustration need not of necessity be mutually exclusive.

THE BOOK OF KELLS. Described by Sir Edward Sullivan, Bart., and illustrated with twenty-four pages in colors. 4th edition. London, New York, The Studio, 1933. \$10.

The new edition of the well-known Studio monograph on the most famous of all illustrated pre-Carolingian manuscripts from north of the Alps.

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